

THE LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION

THE CHINESE UNIVERSITY OF HONG KONG

A STUDY OF CONSUMER CHOICE AND MOTIVATION IN
THE PURCHASE OF PRIVATE AUTOMOBILES
IN HONG KONG

by

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ABSTRACT

The objectives of the present study are to unfold and analyse the prevailing consumer choice and motivation in the purchase of private cars in Hong Kong as against the background of the study. In analysing the findings, both quantitative and qualitative approaches were used.

It was discovered that the socio-economic features of the respondents affected markedly consumer choice in car makes, accessories, engine capacities and the respondents' value system as regards the product attributes of the cars. The extent of the comparison process differed between fresh car-owners and those who had owned cars. Moreover, it was found that previous car owning experience was strongly related to future choices in cars.

Cars were laden with various meanings, namely, practical, social and psychological meanings which motivated the consumers in purchasing cars. Also, it was found that the choice process was an interaction between the personality of the cars and that of the car-owners.

The recommendations are that car dealers should pay more attention to the following product attributes: braking, price, frequency of breakdown, stability during operation, handling ease and gas consumption. As regards advertisement contents, a whole package of themes should be employed to attract potential consumers.

FOREWARD

It would be impossible for me to list all those who had helped me with the thesis. In particular, however, I am grateful to members of the thesis committee, Professor H. Sutu, Professor W.S. Bontell and Dr. Pedro Ng. Above all, I should like to thank Mr. Lamp Li, my thesis supervisor, who read the manuscript carefully and whose constructive criticisms and suggestions have saved me from many errors. I am also indebted to the field interviewers who wished to remain anonymous.

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1.0 INTRODUCTION

1.1 Definitions of Consumer Behavior

The study of consumer choice and motivation is concerned with consumer behavior. Consumer behavior is essentially an integrative discipline, built on the theoretical foundations of psychology, sociology, social psychology, anthropology, and economics.⁽³¹⁾

In principle, the consumer is exposed to some product stimulus, to which there is some probability that he will make a purchase response.⁽³¹⁾ Determining the probability of response and the factors governing response is the purpose in pursuing a behavioral approach. James F. Engel conceives consumer behavior as "the acts of individuals directly involved in obtaining and using economic goods and services, including the decision processes that precede and determine these acts."⁽¹¹⁾ Accordingly, the study of consumer behavior necessarily includes where, how often, and under what conditions persons consume different goods. In the same fashion, the consumer is seen by Flemming Hansen "as a unit that receives some input (stimuli) from the environment and produces a certain output (responses)."⁽¹⁵⁾

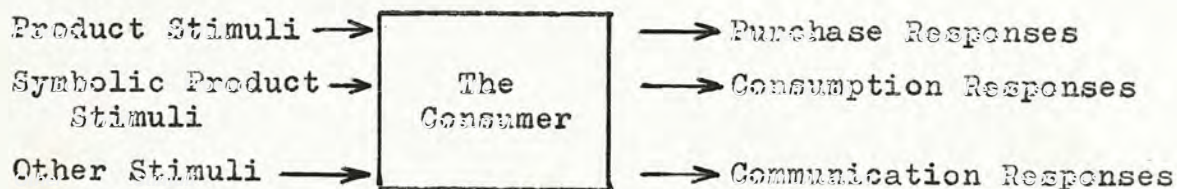


Figure 1.1 The consumer as a system intervening between stimuli and responses

Figure 1.1 suggests three important classes of variables in the study of consumer behavior: stimuli, responses and variables intervening between stimuli and responses. (15 p.15) James U. McNeal further reminds us of the fact that consumer behavior is about the behavior of final consumers. (26) Therefore, throughout the study the term consumer means final consumers. In addition, consumer behavior (usually defined as the act of choice) is conceived by Francesco M. Nicosia as the result of a decision process. (29, pp.9-16)

Thus, the present study assimilates the above views which are basically similar into one premise, that is, that consumer behavior is the purchase response of decision processes produced by the final consumer.

1.2 Psychological Foundations of Behavior

A logical beginning for the study of consumer behavior is at the individual level. In order to understand and predict the behavior of a group of consumers, it is first necessary to explain how and why the individual consumer behaves as he does. The following brief discussion of perception, learning, motivation, and personality takes a psychological and socio-psychological perspective in explaining individual consumer actions. (5)

1. Perception

Perception can be thought of as what the individual sees within a perceptual field, his mental impression of a stimulus object.⁽³¹⁾ The concept refers to the process by which a stimulus and a response are related. The nature of this assumed relationship can best be grasped by a diagram.⁽¹¹⁾

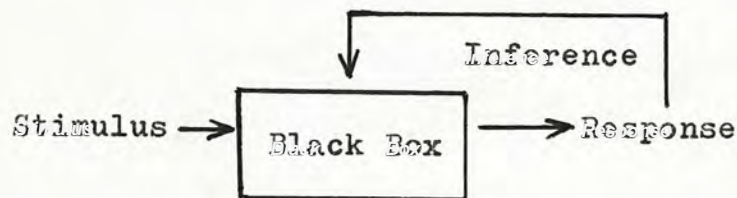


Figure 1.2 The nature of perception

An individual is exposed to a stimulus of some sort which he receives. Through his unseen mental mechanisms, or "Black box," meaning is given to these inputs. This reaction is translated into an output -- either overt behavior or some other responses. To explain this process an inference is therefore necessary as to what happens within the black box.

The approach toward an understanding of perception is based on four principles.^(31, p.15)

- i) Perception is selective. An individual cannot possibly perceive all stimulus objects within his perceptual field.
- ii) Perception is organized. Perceptions have meaning for the individual.

iii) Perception depends upon stimulus factors. The nature of the physical stimulus itself is a determinant of perception.

iv) Perception depends on personal factors. Examples of personal factors are self-concept, needs and past experiences.

Within the framework of perception, research has always been launched to study the brand image, price perception, perceived risk and cognitive dissonance of the consumers.

2. Learning

Learning may be defined as changes in response tendencies due to the effects of experience.⁽¹⁴⁾ Traditionally, learning is defined as changes in responses or changes in behavior due to experience rather than changes in response tendencies. The traditional definition can be used only if it is realized that responses are not only overt actions that can be observed. They include attitudes, emotions, and personality characteristics as well as preferences which may never be expressed in any observable way.

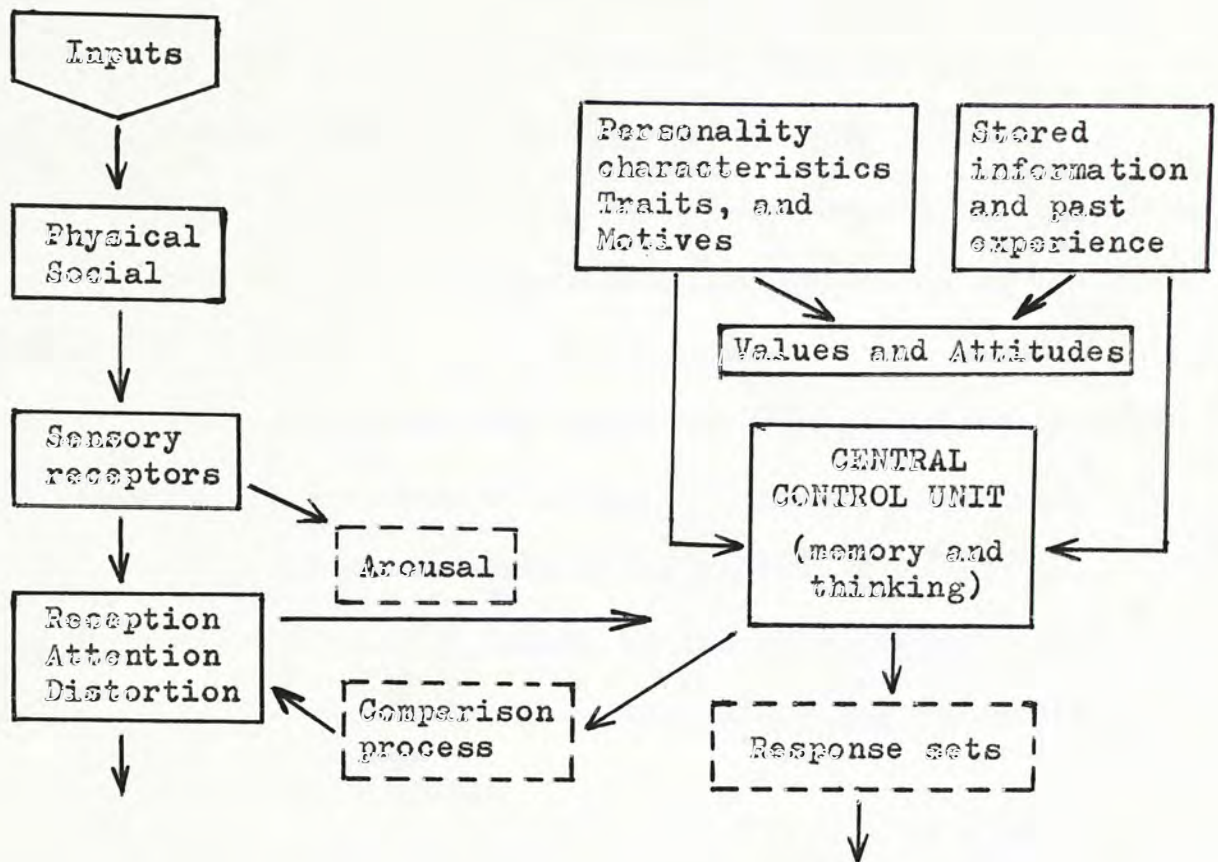


Figure 1.3 Central elements in the learning process

In the above figure, the process of learning is shown as an integral part (called memory) of the central control unit (CCU), which is the regular or mediator of all other psychological processes.⁽¹¹⁾ Responses tendencies may be thought of as emanating from the CCU. These responses include the control of perception, personality, emotions, and the other aspects of one's behavior.

Four concepts are frequently used to explain the learning process. Drive is any impelling stimulus that energizes behavior. Secondary drives are usually the most pressing in a prosperous, sophisticated economy such as the United States. Cues or stimuli are any environmental objects sensed by an organism. Some stimuli tend to bring out responses from consumers, and it is these with which marketing analysts are most involved. The process of stimulus generalization and discrimination helps to understand the stability of man's behavior as well as such phenomena as stereotyping and image formation. Reinforcement tends to strengthen the association between stimuli and response.

Within the concept of learning, such things as brand loyalty and choice research are carried out to study consumer behavior.

3. Motivation

Since the present study employed a motivation model in analysing the consumer behavior toward private automobiles, more is presented in Chapter 3. Suffice it to say that motivation is an active, strong, driving force that exists to reduce a state of tension and to protect, satisfy, and enhance the individual and his self-concept.⁽²⁹⁾ Thus motivation is viewed as an intervening variable between stimulus and response and is an underlying force governing behavior. Motives can

be expressed as physiological and psychological in nature, although this is a considerable simplification. (31, p.32)

4. Personality

Personality is defined to include both response traits and motives, primarily because these are the variables usually measured by the so-called personality test.⁽¹¹⁾ Therefore, the particular motives which arise within the individual are closely related to personality. According to Hilgard, personality represents "the configuration of individual characteristics and ways of behaving which determines an individual's unique adjustment to his environment." (11, pp.151-163)

A number of research studies have appeared in marketing literature which have the common objective of predicting and explaining consumer behavior through various types of personality measures. These studies fall into several general classifications.

- i.) Susceptibility to social influences;
- ii) Persuasibility; and
- iii) Product and brand choice.

The yield of useful data when personality variables are used to predict buyer behavior has been shown to be meager. This, however, does not mean that further research is hopeless. Brody and Cunningham have recently argued that the weak relationships between personality and purchase behavior may

be due to the lack of an adequate theoretical framework.⁽⁷⁾ They claim that it may be premature to minimize the role of personality in consumer response.

1.3 Importance of Consumer Behavior Study to the Businessmen

Following the Second World War, particularly from about 1950 onwards, people of the business world came to recognize that it no longer made sense for them to attempt to sell just what their factory happened to produce.⁽²⁰⁾ It became increasingly obvious that any business organization which wanted to stay in business and achieve profit, sales and other goals had to identify the needs of both actual and potential consumers.

How to understand and identify the needs of consumers? It is through consumer behavior study.⁽⁴⁾ The importance of consumer behavior to the businessmen may be seen in terms of the following:

1. Locating New Market Opportunities

In locating consuming groups with unsatisfied needs or desires, a firm must have the ability to recognize or predict the desires of consumers before a product is offered for sale.⁽¹⁾ Firms that stress product development are said to possess one of the characteristics of a "consumer-oriented" firm, or one that has adopted the "marketing concept."⁽²¹⁾

2. Choosing Market Segments

Within the help of consumer researchers, the particular needs and preferences of target customers in different market grid boxes are unfolded. Thus a way is paved to make one product different from competing products sharing the same basic qualities. This development of modern marketing strategy is termed by Wroe Alderson as the search for differential advantage. When products are developed or modified especially to meet the desires of a particular group, the policy is called market segmentation.⁽³²⁾ The result may be achievement of more inelastic demand curves in several different market segments. Thus market segmentation may enable businessmen to move themselves away from pure competition into monopolistic competition.

3. Improving Existing Marketing Activity

Analysis of consumer behavior can result in an improved marketing strategy consisting of price, place, product and promotion.⁽²⁴⁾ Marketing competition in a modern and dynamic economy is a precarious activity. Hence, it is paramount to assess the current position of consumers in the determination of both offensive and defensive marketing strategy.

4. Improving Retailing Performance

The performance of retailing institutions is of critical importance in understanding or predicting consumer behavior. It is true to say that the retail company is the final link

in the process of moving goods from producers to consumers. Much progress has been made in recent years in improving retailing efficiency. Efficient processes have been developed for such varied aspects of retail management as store location, physical layout of store fixtures and merchandise, staffing and organizational development, markup and calculations and warehousing.

1.4 Background of the Study

Over the past ten years, the number of motor vehicles registered in Hong Kong has trebled. The figure stood at 199,256 in June 1974 and has been growing at 14 per cent annually. This means there are approximately 320 vehicles for every mile of road, one of the highest densities of traffic anywhere in the world.⁽³³⁾ If allowed to grow unchecked, it will spread itself over an ever wider area.⁽³⁷⁾

As early as October 9, 1973, the Assistant Commissioner for Transport, P.F. Leeds, said that basic measures to restrict the use of private cars seemed inevitable if Hong Kong is to have an efficient transport system.⁽³⁴⁾ Therefore, the Green Paper on transport representing a "composition of restraints and improvements designed to keep Hong Kong on the move" was tabled on June 19, 1974. The Green Paper on transport set forth three suggested principles aimed at preventing traffic congestion in Hong Kong.⁽³⁵⁾ The background of this study was

concerned with the last principle of a more economic use of the road system.

Accordingly, it was deemed that the only practicable forms of restraint on traffic in Hong Kong would be fiscal ones. Hence, measures were applied to limit motoring by making it so much more expensive. As a result, the rate of increase in the use or ownership of cars declined. The growth in the number of vehicles registered in Hong Kong in the past decade has been due to rising incomes of the population. The most notable fiscal restraints were a tremendous increase in vehicle license fees amounting to 176 per cent and parking charges. Other restraints included higher driving licences charges and cost of taking a driving test. As far as the private car owners were concerned, the future seemed bleak.

The future seemed even bleaker when the energy crisis broke out in late 1973. The energy crisis coupled with the stock market slump in Hong Kong triggered off an inflationary spiral and general economic recession. Because of the unprecedented increases in the posted price of crude oil in the Middle East, petrol price rocketed massively in February 1974. The increase in fuel oils are shown in Table 1.1. (18)

TABLE 1.1

PRICE INCREASES FOR FUEL OILS AS OF FEBRUARY 21, 1974

Fuel oil	Old prices	New Prices	+ %
Premium motor gasoline	\$4.40/gal.	5.25/gal.	20
Regular motor gasoline	4.05	4.90	18
Automobile diesel	3.30	4.15	26
Diesel fuel	1.60	2.45	53
Fuel oil	1.08	2.03	88

Undoubtedly, a combination of petrol price increase, increasing road congestion, higher charges and fees and economic recession has dealt a great blow to the car-owners and automobile-importing companies in Hong Kong. This can be seen from table 1.2.

TABLE 1.2

IMPORT FIGURES OF PASSENGER CARS 1973 AND 1974

Description	Quantity		Change in %
	Jan-June '74	Jan-June '73	
Below 1,000 c.c.	212	1,150	-442
1,000 - 1,600 c.c.	1,554	6,513	-319
1,600 c.c. - 2,200	774	773	+0.1
Over 2,800 c.c.	449	760	-60

Source: Hong Kong Trade Statistics (Imports) June, 1974, Code 732101 - 732106, published by the Census and Statistics Department, Hong Kong.

Likewise, there was also a sharp drop in the number of private automobiles registered in Hong Kong in 1974 as shown

in the following table.

TABLE 1.3
NUMBER OF PRIVATE AUTOMOBILES REGISTERED
1970 - AUGUST 1974

Year	Total number	Change in percentage
1970	92,884	
1971	105,874	+14
1972	120,725	+14
1973	129,309	+ 7
1974 (Aug.)	123,066	- 5

Source: Hong Kong Monthly Digest of Statistics
September 1974, issued by the Census
and Statistics Department, Hong Kong.

In order to present the picture more vividly, the detailed monthly figures of new private automobiles registration in the first eight months of 1974 are presented below:

TABLE 1.4
1974 MONTHLY FIGURES ON PRIVATE AUTOMOBILE REGISTRATION
FIGURES IN PARENTHESES ARE FOR CORRESPONDING
MONTHS IN 1973

Month	Total no.	Newly Registered	No. cancelled
January	129,073 (123,234)	689 (1,815)	925 (405)
February	128,585 (124,396)	555 (1,684)	1,043 (522)
March	127,754 (125,401)	422 (1,593)	1,253 (588)
April	126,963 (126,241)	424 (1,317)	1,215 (477)
May	125,854 (127,055)	592 (1,540)	1,701 (726)
June	125,062 (127,934)	524 (1,619)	1,316 (740)
July	123,916 (128,192)	549 (1,010)	1,695 (752)
August	123,066 (128,678)	581 (1,274)	1,431 (788)

Source: All the above figures were furnished
by the Hong Kong Transport Department
in September 1974.

Despite the monthly fluctuations in the figures of new car registration, the general trend has been downward. More obvious is the total number of private automobiles registered.

Given the present conditions prevailing in Hong Kong, the study was launched to study consumer choice and motivation in private car purchasing.

1.5 Objectives of the Study

The following are the objectives of this study:

1. To identify and analyse the prevailing consumer choices for private cars in Hong Kong as a decision-process.

Major questions to be answered include: What are the perceptual preferences of consumers about brand and make of private cars? To what extent are various product attributes classified as functional and semi-functional important to consumers in choosing particular brands or models? What are the various kinds of value importance held by the respondents? What is the relation between previous ownership experience with the currently owned car and future brand choice in car-purchasing?

2. To unfold hidden motivations in new car-purchasing and to relate them to specific brand choice. The various meanings of private cars to consumers in Hong Kong are to be fully examined and scrutinized.

3. To discover the correlation between socio-economic characteristics of respondents and their car choice.
Variables chosen are age, occupation, total monthly family income, and personal monthly income. An attempt is made to classify the respondents into different categories according to their value systems based on some chosen variables. Major questions to be answered are: How do the brand choices of respondents belonging to different ages and monthly income differ? Do respondents of different occupation have various brand choices?
4. To analyse and submit findings that can be used in formulating marketing strategies for automobile dealers in Hong Kong. Particular emphasis is to be laid upon product attributes and advertisement contents. Moreover, it is hoped to direct more attention of businessmen to the importance of consumer behavior study.

2.0 RESEARCH METHODOLOGY AND HYPOTHESES

2.1 Scope of the Study

The study is confined to consumer choice and motivation in purchasing private automobiles used for non-commercial purposes in Hong Kong. Motor vehicles for commercial purposes like motor cycles, public hire cars, taxis, motor buses, dual purpose vehicles, public light buses, private light buses, goods vehicles and crown vehicles (Hong Kong Government) are all excluded.

The following criteria are set for screening the respondents.

- a) The respondents' cars must be used solely for carrying passengers for non-commercial purposes.
- b) The respondents must be fully involved or share the decision equally with others in purchasing the cars. In this way, the study could reveal the consumer choice and motivation of the car-buyers.
- c) Their cars must be new and not second-hand. Second-hand car-owners are excluded because the consumer choice and motivation in purchasing second-hand cars might be different from those of new car-owners.

Apart from the above criteria, none is set for sex, age, educational level, occupation and monthly income of the respondents.

As far as operational definitions are concerned, the following are employed throughout the study.

Consumer choice is a choice process when more than one response alternative is aroused.⁽¹⁵⁾ The overall nature of the choice process can be measured by several variables: for example, the number of steps through which the process runs, the time it takes, the number of value involved in the evaluation of the alternatives, and the importance of these values. The present study confines its analysis to the last two variables.

Motivation is operationally defined as an inner state that energizes, activates or moves that directs or channels behavior towards goals.

Functional attributes are those related to the performance of the cars while semi-functional attributes are those reflecting style and appearance of the cars.

Perceived instrumentality is defined as the strength of the relationship between the alternatives and salient values.⁽¹⁵⁾ When a certain value is salient, the more closely the alternative is associated with the value the more instrumental it is.

2.2 Sample Size and Questionnaire Design

No statistical technique was used in determining the sample size which was arbitrarily set to be eighty.

The original questionnaire was set in English. To facilitate the non-English speaking respondents, the English version was translated into colloquial Cantonese. A copy of the questionnaire in English is in Appendix B.

The questionnaire is divided into two parts. Part one contains the screening questions and those pertinent to consumer choice of cars. Part two employs projective techniques to solicit the underlying motivations of the respondents about car-purchasing.⁽²⁾ Projective techniques are a large number of question forms and tests in which an attempt is made to induce the respondents to project his personality or motivation in some indirect manner. To this end, sentence completion test and role playing questions were designed. In the projective tests, the presumption was that if the respondents answered immediately, the answer obtained was likely to reflect his true motivation and feelings on the subject matter of private automobiles.

To derive classification data, questions concerning age, sex, occupation, education, total family monthly income, house rented or owned and personal monthly income are set.

2.3 Pilot Test

To get rid of possible blemishes in the survey techniques and the questionnaire content, a pilot survey was launched on November 29 and 30, 1974. Some fifteen new private car owners

were randomly chosen from The Chinese University of Hong Kong campus for the pilot survey.

Regular interviewers who were going to conduct the actual survey were asked to carry out the test. Thanks to the pilot test, several flaws were rectified. The number of questions was reduced from nineteen to fifteen, while the projective test was moved to the second part of the questionnaire.

2.4 Survey Method

The best way, of course, to launch the survey was to select a random sample from a list of registered new private automobile owners obtained through the Hong Kong Transport Department. However, the cost (HK\$10 for the name and address of one private car owner) and inability to randomly select the samples made this method infeasible.

The second best way was to go to randomly chosen residential premises with parking spaces provided and interview the new car owners there. However, there were two difficulties. First, watchmen of some of those buildings refused entry for interviewing purposes. Second, it was extremely difficult to locate co-operative respondents.

The third way was to interview car owners on the cross harbour ferry. An enquiry was made at the Hong Kong & Yaumati Ferry Co. Ltd. in due course, but the request was rejected.

Finally, it was decided to carry out the survey at governmental multi-storey car parks (Star Ferry, City Hall on Hong Kong Island and Middle Road in Kowloon) and privately operated car parks (Ocean Terminal and Lee Gardens). Entry into these car parks was free and the car parks were favourably sited for car owners.

Five field interviewers, classmates at the Lingnan Institute of Business Administration were asked to carry out the interviews. The survey was carried out from December 22 to December 27, 1974. Each interview took about fifteen minutes. Though some interviews were turned down, the survey successfully collected eighty completed questionnaires for analysis.

2.5 Research Methodology

There are two fundamentally different approaches to marketing research. One is essentially quantitative and is concerned primarily with developing information or data of a numerical type. The other is qualitative and emphasizes attitudes, reasons, motives and other related matters. The present thesis attempts to combine both quantitative and qualitative approaches in studying consumer choice and motivation in private automobile purchase.

As regards the quantitative part, computer technique is used to analyse the data. The first part of the questionnaire was pre-coded when the questionnaire was drafted. Open-ended questions were edited and coded on receipt of the completed questionnaires. The collected data were then punched onto cards in accordance to the coding scheme. Owing to the limited computer knowledge possessed by the author, only Multiple Cross Tabulations Program -MTAB- was employed. In itself, the MTAB computer program allows the user to obtain percentages, weights and filters of the row and column variables. The tables generated are in Appendix B.

One of the important research tools which is widely used in qualitative research is depth interview.⁽³⁶⁾ In order to learn more about motivations for owning an automobile and selecting a particular brand, four depth interviews were held for two hours each on October 15 and 17, 1974. The respondents were encouraged to talk fully about important factors relative to automobiles which should be explored in the study. There were no pre-arranged questions for these interviews and opportunity was given for unanticipated responses to be made on choice and motivation in automobile purchase. Responses were recorded and important material was utilized as a basis for the present survey.

In analyzing and interpreting some of the information

derived from depth interview and projective techniques, the advice of two trained graduates in psychology were obtained. Therefore, the analysis for the second part of the questionnaire was essentially qualitative and descriptive. No computer technique was applied to analyse the information derived from the second part.

2.6 Hypotheses

The following hypotheses were formulated.

- a) Respondents of different socio-economic features are not likely to have different choices of car makes.
- b) The extent of comparison with other cars and choices of makes, models and body types are not likely to differ significantly between respondents who had owned cars before and those who had not.
- c) Respondents of different socio-economic variables are more likely to have different rankings for functional, semi-functional attributes about cars, conditions of purchase, dealer and servicing and economy.
- d) The higher the personal income of the respondents, the more likely the perceived instrumentality of the style and design of the car is important. The lower the personal monthly income, the more likely the perceived instrumentality of economy is important.

- e) The correlation for similiar choices of previous and presently owned car makes is hypothesized to be not significant.
- f) The likelihood of buyers who had previous ownership experience with the make currently owned consider that make first for purchase is greater than buyers who report no such ownership experience.
- g) The likelihood for the respondents to attach various meanings to the cars is high.
- h) There are likely to be certain indigenous motivations to private car owners in Hong Kong.
- i) The consumer choice of particular make is not positively correlated with the personality of the car.
- j) Respondents are more likely to hold different opinions in ascribing the descriptions of automobiles to various makes.

2.7 Limitations of the Study

To interpret and analyse the information obtained in motivation research, the researcher is expected to have sufficient knowledge in human behavior and experience. The author can hardly claim this. However, he has acquired intensive readings on literature about clinical psychology and psychoanalysis. Although his background did not qualify him so much in undertaking the motivation analysis, the

study was intended to be indicative, thereby leading to further studies by others, rather than conclusive.

The sample size of eighty was arbitrarily determined, therefore, the sample of the respondents might not be adequately representative of the whole population. In addition, because the interviews were carried out at car parks, the samples might not be random enough. In view of the difficulties in interviewing respondents, new private car owners of many other makes might be omitted from the study.

3.0 A LITERATURE REVIEW ON CONSUMER

CHOICE AND MOTIVATION

3.1 Introduction

Many variables have been proposed as intervening between the communication which consumers conceive and the choices which they make subsequently. Palda lists attitudes, preferences, and images as common variables.⁽³⁰⁾ Generally, more is known about how communication influences these variables than about how the variables and motivation influence consumer choices.^{(10),(19)} This chapter presents some theoretical considerations pertinent to the latter question.

It is important to examine the choice behavior when the consumer is confronted with several internal alternatives as well as behavioral alternatives. These instances are labeled conflict situations, and the behavior in these situations is discussed as choice processes.^(15, p.37)

3.2 Choice Processes of Varying Complexity

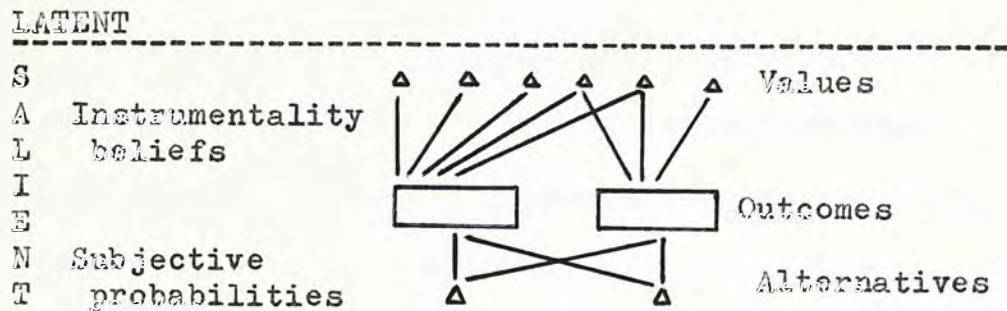
In the course of choice process, response alternatives are compared. In essence, comparison means that the consumer asks how much conflict he will face if he chooses the most attractive alternative. It may result in one or two outcomes: Either a response is selected or deliberation and exploration continues.

Lanzetta and Gerard consider the choice process to be composed of information processing, alternative evaluation, and post choice adjustments.^{(13),(22)} Two kinds of activities will be considered in connection with choices. The first category is referred to as exploration.⁽⁶⁾ The second is generally described in such terms as "thinking," "problem-solving," "alternative evaluation." For these activities the term deliberation is used.^(15, pp.60-77)

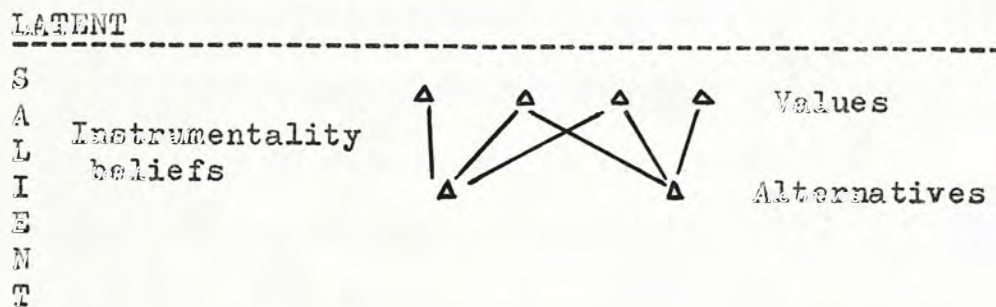
Depending upon the nature of the conflict aroused in the consumer, different choice principles are used. When considerable conflict is aroused, a very elaborate choice principle may be applied, resulting in rational choices. With more moderate amounts of conflict somewhat less complex comparisons are made, resulting in semi-complex choices. Finally, when the aroused conflict is only minute, very simple choices, clue-directed choices, or choices of reduced complexity, are made.⁽¹⁵⁾ In consumer choice processes the conflict depends primarily upon the nature of the problem facing the consumer. In general, different situations may generate somewhat larger or smaller conflicts.

Cognitive structures of varying complexity are shown in the following figures.^(15, p.195)

- a) Highly complex salient cognitive structure
(rational choice)



- b) Semi-complex salient cognitive structure
(semi-complex choice)



- c) Simple salient cognitive structure (clue-guided choice)

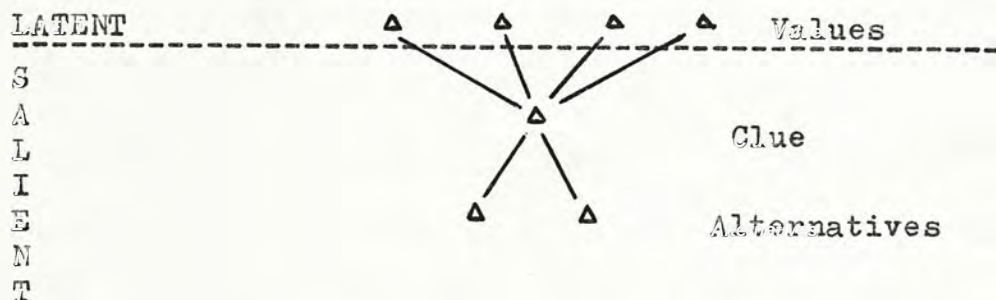


Figure 3.1 Salient cognitive structures
of varying complexity

The most complex structures are composed of (1) the salient values, (2) the possible future outcomes, (3) the alternative actions, and (4) the beliefs that link these elements together. The choice processes which occur when

conditions of this kind are aroused have been labeled rational choices. They are characterized by the number of alternatives, the nature of the evaluation process, and the type of cognitions which intervene between values and alternatives.

In less complex cognitive structures, alternatives are related directly to values. Here the cognitive elements are (1) values, (2) beliefs (perceived instrumentalities), (3) alternatives. Choice processes of this kind have been labeled semi-complex choice processes.

When only little conflict is aroused, there are salient values, and only a single or a few concepts act as clues. Such clues owe their ability to direct the choice to their previous associations with values that otherwise might have occurred during the choice process. Choice processes of this kind are labeled clue-guided choices.

Therefore, consumer choices are made in several ways, ranking from complicated to clue-guided choice. However, consumers usually make choices that fall between these two extremes. Commonly, two sets of factors are at work: values, goals, or motives by which alternatives are evaluated; and attitudes about the alternatives that relate them to the values.⁽¹²⁾ Several researchers have described the individual's total value structure.⁽³⁾ However, only a few of these values

are salient in any given decision situation because the individual can only handle a few factors.⁽²⁷⁾ Which values will be salient depends on the total decision-making situation.

Given the salient values, the choice will depend on two independent factors: the importance of these values and the extent to which the alternatives favour the values. In this study, these two factors are called "value importance" or "product attribute" and "perceived instrumentality."

3.3 Value Importance and Perceived Instrumentality

Study of consumer behavior must deal with the values to which alternatives are related and the beliefs which tie values to alternatives. In choice processes consumers' salient cognitive structures are composed of alternatives, value importance and instrumentalities relating alternatives to values.

Value importance reflects how concepts affect decisions. For example, in a choice between two different car makes, the value of style may consciously or unconsciously be salient. Style of car makes can be evaluated positively or negatively, depending mainly on motivation and value importance internalized by the consumer.

In general, product attributes to which value importance is attached can be classified as functional and semi-functional.⁽¹⁵⁾ The first group consists of those related to the performance of the product while the latter category consists of those reflecting style and appearance.

Essentially, perceived instrumentality reflects the extent to which an alternative favours the consumer's salient values. In this case, the more stylistic the car make is perceived, the more instrumental it is for the value of style. The alternatives are evaluated along as many dimensions as there are salient values. It will be observed that the total perceived instrumentality resembles the image of the alternative (product or brand).⁽³⁰⁾ Thus perceived instrumentality may vary among decision situations because of changes in salient values.

If, in a given decision situation of new car purchasing, one knows the importance of the salient values and the perceived instrumentality of the alternatives, the choice of car make can be predicted. Given the perceived instrumentality of the alternatives with regard to a salient value, the greater the importance of the value, the more likely the alternative most instrumental to that value will be chosen. On the other hand, the more instrumental one alternative is to a salient value, the more likely it will be chosen.

The perceived instrumentality of an alternative depends upon the difference between the extent to which the alternative possesses the quality in question and the ideal amount of that quality. This is illustrated in the following figure.

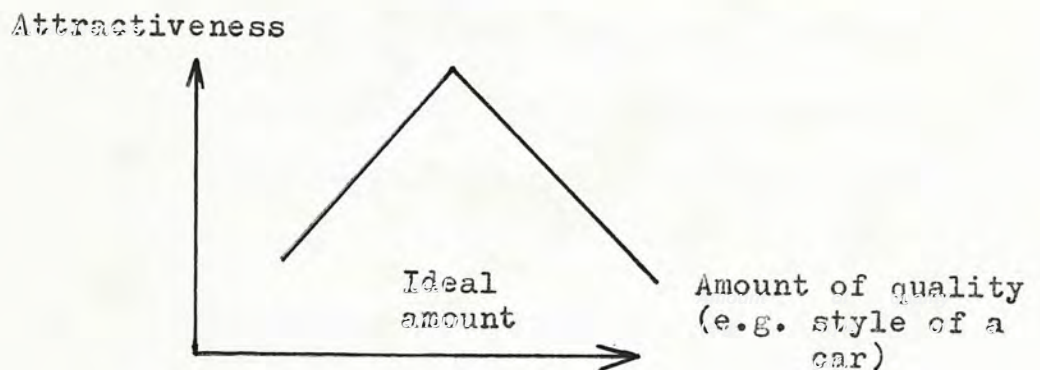


Figure 3.2 Relationship between attractiveness and bipolar value dimensions.

It can be seen that the smaller the distance, the more instrumental the alternative is.

3.4 Consumer Choice Model: Alternative Evaluation

Consumer choice models have been suggested in a number of different areas. Most of the models deal with five different areas. Most of the models deal with five different steps in the decision: problem identification, information search, evaluation of alternatives, choice and post-choice processes. For the present study, attention is confined to the criteria adopted in the evaluation of alternatives and choice.

General models of consumer behavior fall into two categories. Some put the main emphasis on information acquisition and can be labeled consumer information-processing models. Others put greater emphasis on the evaluation of alternatives and can be labeled problem-solving models.

Alternative evaluation refers to the processes and activities involved in evaluating the desirability and relative desirability of products, various brands or attributes of products and brands.

When alternative evaluation occurs, how does the consumer in fact proceed? What are the processes and variables involved? The following figure illustrates a model that seems to be consistent with the findings of empirical studies.⁽¹¹⁾

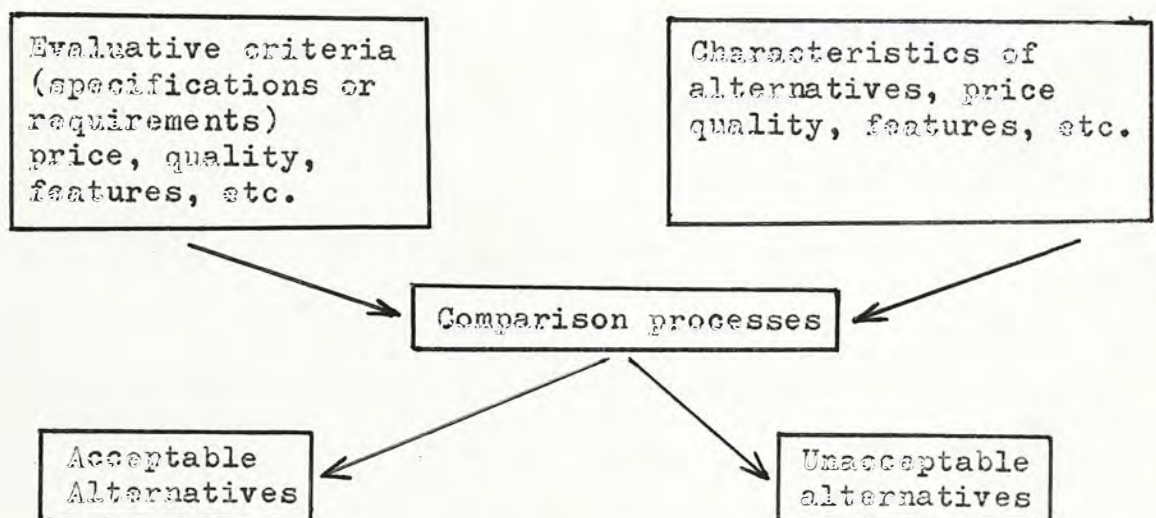


Figure 3.3 Alternative evaluation model.

The scheme consists of four variables: (1) evaluative criteria; (2) characteristics of alternatives; (3) comparison processes; and (4) acceptable and unacceptable alternatives. Alternative evaluation, then, is viewed as consisting of processes whereby the consumer compares the characteristics of alternatives with evaluative criteria.*

3.5 Traditional Concepts of Motivation

What activates behavior and gives it force and direction? This question has long been central in psychology, and much is now known about motivation or arousal.⁽⁸⁾ Motivation has also occupied the attention of marketing scholars since the first books were written on the subject shortly after 1900. In approaching the subject of why consumers do what they do, it has become common to explain the causative variables in the black box through use of the term "motive."⁽⁹⁾ Classifications of motives quickly became extensive, and many marketing writers, following the trends in psychological thought in the 1930's, advanced lengthy lists. One leading psychologist, for example, listed approximately thirty motives

* The term evaluative criteria refers to the values or specifications that the consumer uses to compare products and brands. Evaluative criteria are based on the product attributes like price, performance, and durability, to mention just a few.

that were presumably common to all individuals.⁽¹²⁾ Other more general classifications also emerged, and the following appear most frequently in the marketing literature:⁽¹¹⁾

- a) Primary buying motives are generally defined to be those that lead to the purchase or use of a class of article or services. The reasons that influence the selection of a particular product are referred to as selective buying motives.
- b) Rational and emotional motives are based on the extent to which external and measurable product features are the reasons for purchase, as opposed to personal feelings or opinions. Rational motives generally are defined to include economy, efficiency, dependability, durability, convenience of use, enhancement of earnings, and many others. Emotional motives, however, typically include such examples as emulation, conformity, individuality, desire for comfort, desire for pleasure, ambition and pride.
- c) Patronage motives are those that determine the source from which a purchase will be made. Examples are convenience of location, breadth of assortment, and supporting services such as package wrapping and check cashing.

- d) Conscious motives are felt and experienced and, as a result, need not be aroused or activated through advertising or other forms of marketing strategy. Dormant motives are unrecognized and need to be brought to the buyer's attention in some manner.

However, according to James F. Engel, the traditional concepts of motivation are inadequate and full of fallacies.⁽¹¹⁾ The next section attempts to restore the term motive to its rightful place.

3.6 More Balanced Perspective of Motivation

Consistent with contemporary psychological thought, a motive is "a state of the organism in which bodily energy is mobilized and directed in a selective fashion toward states of affairs, often though not necessary in the external environment, called goals."⁽²⁸⁾ In other words, a consumer is motivated when his system is energized or made active, and behavior is directed toward some type of goal by a motive or group of motives. The disposition to strive toward a certain generic type of goal is a central determinant of choice, and these motives can become so imbedded as to be virtually resistant to change from outside influences.

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Psychologists and marketing men alike have attempted classifications of motives. One of the most influential research-based efforts was by Maslow. He assumes that incompatible demands require that motives be organized in such a way as to set up priorities and hierarchies of importance among them (prepotency). Through this means, conflicts can be avoided by one motive taking precedence over another. He suggests the following classification, proceeding from the lowest order of motives to the highest. (23)

- a) Physiological: the fundamentals of survival, including hunger and thirst.
- b) Safety: concern over physical survival, ordinary prudence which might be overlooked in striving to satisfy hunger or thirst.
- c) Belongingness and love: striving to be accepted by intimate members one's family and be an important person to them. This could also include others toward which the person feels close.
- d) Esteem and status: striving to achieve a high standing relative to others, including desires for mastery, reputation, and prestige.

- e) Self actualization: a desire to know, understand, systematize, organize and construct a system of values.

This classification comprehends three essentially different types of motives: a) motives related to physiological needs; b) motives related to interactions with others; and c) motives related to competence and self. Each higher order of motive will not function until lower levels are satisfied. Of course, it is unlikely that a classification such as Maslow's will be very useful in explaining specific motives in a given purchase, but the concept of prepotency (ordered relationships in terms of motive strength) is of tremendous value.

3.7 A Model of Consumer Motivation

The black-box model discussed in chapter 1 is useful as a starting point in that it conceives of a human being as a system with output (behavior) in response to input. It is therefore necessary to expand the black box to clarify the nature of significant intervening variables. It will then be possible to discuss what happens when input is received and the type of output that results. From here on the black box is referred to as the central control unit.

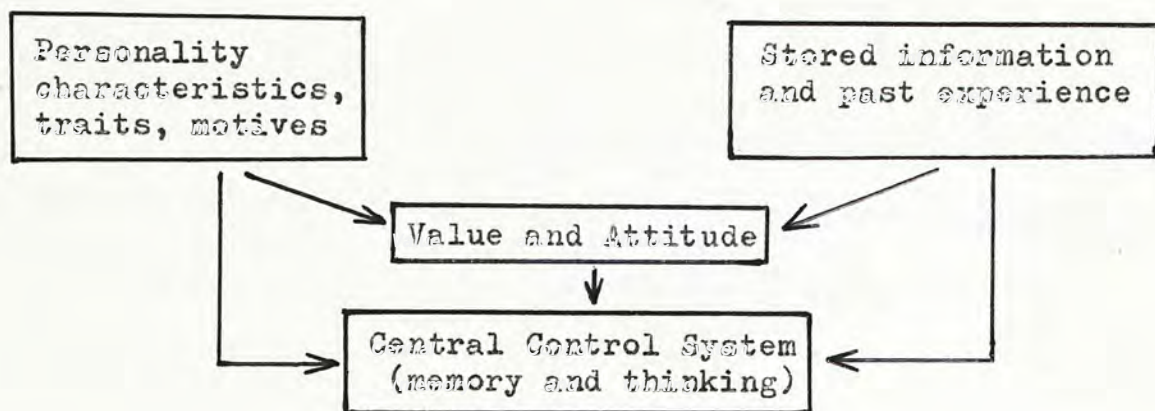


Figure 3.4 The Central Control Unit

The important components of the individual's psychological make-up are represented in the above figure.⁽¹¹⁾ The central control unit is the psychological command center, for it includes both memory and the basic facilities for thinking and behaving. Stored in memory are various personality characteristics or predispositions, past information or experience, and values and attitudes.

Personality Characteristics:

Each individual has certain ways of behaving and responding that characterise him in a unique way. Certain patterns of behavior that are perceived as successful in satisfying needs or drive become learned and stored in memory. These are designated in the figure as motives. Clearly motives and traits as defined here are similiar both in nature and in function. As such, they are pervasive psychological predispositions.

Past Information and Experience:

Nearly all that we do is somehow retained in the central control unit as either conscious or unconscious memory. As a result, we learn to respond to stimuli of all types in consistent and predictable ways.

Value and Attitudes:

Each of the characteristics discussed interact with stored past experience and information to form values and attitudes which are "an organization of concepts, beliefs, habits and motives associated with a particular object."⁽²⁵⁾ Values differ from attitudes only in the sense that they are generally considered to be somewhat more basic or central.

Everyone is continually bombarded with stimuli of all types from his external environment. One important stimulus input, of course, is the array of available products and services. Another is the demands of family members, expected patterns of behavior in social settings, and the behavior of friends.

The system must be turned on before behavior can occur, and this is the functional of arousal. Arousal can occur internally through need activation, in which case the individual becomes alert and responsive because of a feeling of discomfort triggered by his sensory receptors.⁽¹⁶⁾ In general, physical and psychological needs must be activated or aroused before behavior can occur. The result is arousal

of a state of drive, which, in turn, provides for an energizing of need-satisfying action.

When input comes in, the individual selectively perceives through a process of comparison, whereby input is compared with all that is stored in memory. Meaning is attributed to incoming input through a decision process in which the individual evaluates input cues and selects the most appropriate category of meaning.

The above literature review is not intended to be exhaustive. Indeed, because of limited space, some other relevant and valuable material has been sacrificed. However, the point to note is that consumer choice and motivation are intimately related. An analysis of both will surely bring the marketers to a clearer and better understanding of the consumers.

4.0 ANALYSIS ON CONSUMER CHOICE IN CAR PURCHASING

This chapter begins by analyzing the findings concerning consumer choices in private automobile purchasing in Hong Kong. The analysis thus derived is employed to test the hypotheses put forth in Chapter 3. For reference purposes, tables generated by the MTAB program are found in Appendix B.

4.1 Relevant Consumer Choices Against the Background of the Study

Against the background of the study, the following consumer choices in car purchasing were identified.

Table 4.2 in Appendix B reveals that forty-eight respondents or 60 per cent of them owned only one new car. In other words, 40 per cent of the respondents owned two or more cars. A breakdown of the table is as follows:

No. of cars owned	Sample	Percentage
one	48	60.0
two	23	28.8
three	6	7.5
four	2	2.5
five	1	1.2
Total	80	100.0

It was found that the number of cars owned was intimately related to the personal monthly income of the car owners. As per the table, the one-car owners were essentially in the income

bracket of H.K.\$2,001 - 3,000 or below. Those four- or five-car owners belonged exclusively to the income bracket of H.K.\$7,001 and over. In the present survey, no respondent owned six or more cars. In the light of governmental restrictive policy and highly-increased oil prices and in times of environmental concern, it was understandable that the majority of the respondents were one-car owners.

As regards the engine capacity of the cars, the following is a summary from Table 4.3.

Engine capacity	Total sample	Percentage
under 1,000 c.c.	7	8.7
1,001 - 1,500 c.c.	38	47.5
1,501 - 2,000 c.c.	27	33.7
2,001 or over	8	10.0
Total	80	100.0

The respondents understood that the increased vehicle license fees are charged according to the engine capacity of the cars. The license fees for engine capacity exceeding 1,500 c.c. made a difference of \$250 each year. Hence, 55 per cent of the respondents chose cars with engine capacity below 1,500 c.c.

However, for respondents with personal monthly income of H.K.\$3,001 or more, over 50 per cent of them owned cars with engine capacity exceeding 1,500 c.c. Actually, the greater the personal monthly income, the greater was the percentage

of respondents possessing cars with engine capacity exceeding 1,500 c.c. as shown in the following table.

Personal monthly income	Engine capacity			
	1,501-2,000		2,001 & over	
	sample	percentage	sample	percentage
\$1,000 or under	2	7.4	0	0.0
1,001 - 1,500	3	11.1	2	25.0
1,501 - 2,000	4	14.8	0	0.0
2,001 - 3,000	2	7.4	0	0.0
3,001 - 4,000	5	18.5	2	25.0
4,001 - 5,000	3	11.1	1	12.5
5,001 - 7,000	3	11.1	2	25.0
7,001 and over	5	18.5	1	12.5
Total	27	100.0	8	100.0

Most of the respondents had owned their cars for quite a long time. No one of the respondents had bought his car less than six months before the survey was started. The majority of the respondents had their cars for at least two years as illustrated by the following table, a summary of Table 4.4.

Cars were bought for	Sample	Percentage
less than 6 months	0	0.0
6 months-1 year or less	5	6.2
1 year-1.5 years or less	8	10.0
1.5 years-2 years or less	9	11.2
2 years-2.5 years or less	20	25.0
2.5 years-3.5 years or less	22	27.5
3.5 years-4.5 years or less	6	7.5
4.5 years-5.5 years or less	5	6.2
5.5 years and over	5	6.2
Total	80	100.0

As related to the personal monthly income, the greater the income, the more recent were the cars bought. For instance, 20 per cent of the respondents belonging to the income bracket of \$5,001 - 7,000 owned their new cars for less than one year. The reason for the obvious lack of recently-bought new cars was the deterring effect generated by the fiscal restraint and the energy crisis.

Hence, only 13.8 per cent of the cars were of 1974 year models as the following illustrates. More detailed data are contained in Table 4.5.

Year model of the cars	Sample	Percentage
1970 or before	16	20.0
1971	11	13.8
1972	23	28.7
1973	19	23.7
1974	11	13.8
Total	80	100.0

The respondents, on the whole, did not plan to buy new cars in the foreseeable future. Only 32.5 per cent or twenty-six of them foresaw themselves or their families buying new cars. As per table 4.6, the following illustrates the relation between total monthly family income and the respondents' plans in buying new cars in the near future.

Total family income	Total sample	Number of yes	Percentage
\$2,500 or under	6	2	33.3
2,501 - 3,500	10	2	20.0
3,501 - 4,500	6	1	16.7
4,501 - 6,000	11	2	18.2
6,001 - 7,500	18	4	22.2
7,501 - 9,000	14	4	28.6
9,001 - 12,000	10	7	70.0
12,001 and over	5	4	80.0
Total	80	26	

A general trend was noticeable. Wealthier families planned to buy cars in the future, even in face of the governmental restrictive policy.

As per table 4.7, of the twenty-six respondents intending to buy another new car, only ten of them wanted to keep both the future cars and their present ones. In other words, 61.5 per cent of them wanted to replace their present cars by the cars they intended to purchase in the near future as shown by the following summary from Table 4.8.

When to buy	Sample	Percentage
within 6 months	2	7.7
within 1 year	11	42.3
within 2 years	5	19.2
within 3 years	3	11.5
don't know	5	19.2
Total	26	100.0

Obviously, 92.3 per cent of the respondents in this group did not want to choose and purchase another car in the near

future—that is, within six months or so.

Of the twenty-six respondents indicating wishes to buy another car in the foreseeable future, only twenty-five of them indicated the engine capacity they would most likely buy. Referring to Table 4.9, we can see the relation between personal monthly income and the engine capacity most likely bought. A breakdown of the table is as follows.

Engine capacity	Sample	Percentage
under 1,000 c.c.	0	0.0
1,000 - 1,500	13	50.0
1,501 - 2,000	9	34.6
2,001 and over	3	11.5
no answer	1	4.0
Total	26	100.0

Exactly 50 per cent of the respondents indicated they would most likely buy cars with an engine capacity below 1,500 c.c., whereas 46 per cent of them still preferred cars with an engine capacity over 1,501 c.c..

The rest of fifty-four respondents who did not plan to buy another car in the foreseeable future were asked to answer the engine capacity if they were going to buy new cars. Table 4.10 reveals the results and the following is a summary.

Engine capacity	Sample	Percentage
under 1,000 c.c.	0	0.0
1,000 - 1,500	40	74.0
1,501 - 2,000	14	25.9
2,001 and over	0	0.0
Total	54	100.0

In this case, a clear-cut majority, 74 per cent of the respondents in this group did choose to buy cars with engine capacities below 1,500 c.c..

4.2 Consumer Choice of Car Makes and Accessories

This section intends to answer several questions according to this survey, such as what were the most popular makes? Did respondents of different socio-economic background choose varied car makes and accessories? Was car make important to the consumers?

Hypothesis (a)

Respondents of different socio-economic features are not likely to have different choices of car makes.

Several socio-economic variables were utilized to cross-tabulate the car makes under survey. Occupation, age, personal monthly income and total monthly family income were chosen the results of which are contained in Tables 4.11, 4.12, 4.13 and 4.14 respectively.

Before the hypotheses are tested, a tabulation of the different car makes in this survey is in order.

Car makes	Sample	Percentage
Alfa Romeo	3	3.7
Audo	5	6.2
B.M.W.	6	7.5
Fiat	12	15.0
Ford	9	11.2
Honda	2	2.5
Jaguar	2	2.5
Mercedes-Benz	10	12.5
Austin	3	3.7
Rolls-Royce	2	2.5
Toyota	8	10.0
Volvo	4	5.0
Volkswagen	7	8.7
Others	7	8.7
Total	80	100.0

As far as this survey was concerned, the most popular choices of car makes in descending order in Hong Kong were: Fiat, Mercedes-Benz, Ford, Toyota and Volkswagen.

Table 4.11 shows that respondents of different age group had various choices of car makes. The following breakdown divides the 80 respondents into two big age groups, those under 35 years old and above, to which the choice percentage of different car makes is assigned.

Car makes	under 35		35 and over	
	sample	percentage	sample	percentage
Alfa Romeo	3	100.0	0	0.0
Audi	2	40.0	3	60.0
B.M.W.	5	83.0	1	17.0
Fiat	5	41.6	7	58.4
Ford	6	66.6	3	33.4
Honda	1	50.0	1	50.0
Jaguar	0	0.0	2	100.0
Mercedes-Benz	4	40.0	6	60.0
Austin	3	100.0	0	0.0
Rolls-Royce	1	50.0	1	50.0
Toyota	5	62.5	3	37.5
Volvo	1	25.0	3	75.0
Volkswagen	4	57.0	3	43.0
Others	6	85.7	1	14.3

Thus, it was observed that some car makes like Alfa Romeo, Austin, B.M.W. and Ford were the special choices of the respondents under 35 years old. Jaguar, Volvo, Mercedes-Benz, Fiat and Audi were the favourite choices of those 35 years old or over.

Table 4.12 indicates that respondents who were professionals or business executives owned relatively and extremely expensive cars. This idea is built into the table.

Car makes	Total	Professionals		Executives	
		Sample	Percentage	Sample	Percentage
Alfa Romeo	3	1	33.3	1	33.3
B.M.W.	6	0	0.0	2	33.3
Jaguar	2	0	0.0	2	100.0
Benz	10	1	10.0	6	60.0
Rolls-Royce	2	1	50.0	1	50.0

Respondents of other occupations had, on the whole, some other choices in car makes which were quite unlike those of the two mentioned occupations.

Economic consideration was very important in consumer choices of car makes. Affluent families could, of course, afford to choose expensive car makes. Families of average or even above average family income could only afford to buy moderately priced car makes as shown in Table 4.14. The following table summarizes Table 4.14 by dividing the respondents into two total monthly family income groups to which the choices of car makes were assigned.

Car makes	\$2,500 - 6,000		\$6,001 - 12,001 and over	
	sample	percentage	sample	percentage
Alfa Romeo	0	0.0	3	100.0
Audi	1	20.0	4	80.0
B.M.W.	1	16.7	5	83.3
Fiat	11	91.6	1	8.4
Ford	3	33.3	6	66.6
Honda	2	100.0	0	0.0
Jaguar	0	0.0	2	100.0
Mercedes-Benz	0	0.0	10	100.0
Austin	2	66.6	1	33.3
Rolls-Royce	0	0.0	2	100.0
Toyota	2	25.0	6	75.0
Volvo	0	0.0	4	100.0
Volkswagen	6	85.7	1	14.3
Others	5	71.4	2	28.6

It was found that some of the car makes—for instance Fiat, Honda, Austin, Volkswagen—were owned essentially by families with total monthly income between H.K.\$2,500 and 6,000.

Other car makes like Alfa Romeo, Audi, B.M.W., Ford, Jaguar, Mercedes-Benz, Rolls-Royce, Toyota and Volvo belonged significantly to families with total monthly income between \$6,001 and \$12,001 or over.

Hence, based on the analysis presented above, the findings reveal that socio-economic factors strongly determined car make choice as far as the present private automobile survey was concerned. Respondents of different socio-economic background did have different choices of car makes. Thus the hypothesis (a) was rejected.

The choice of accessories was also related closely to the economic standings of the respondents. Usually, some accessories of one sort or the other were installed in the new cars. As per table 4.15, we can observe the percentage of accessories that went together with the cars.

Total monthly family income	With accessories	
	sample	percentage (row)
H.K.\$2,500 or under	2	33.3
2,501 - 3,500	6	60.0
3,501 - 4,500	2	33.3
4,501 - 6,000	5	45.5
6,001 - 7,500	13	72.2
7,501 - 9,000	10	71.4
9,001 - 12,000	7	70.0
12,001 and over	5	100.0
Total	50	

In other words, 62.5 per cent of the respondents had accessories in their new cars, while 37.5 per cent of them did

not have accessories. The majority of the respondents with total monthly family income above \$6,001 had accessories installed in their cars. Of course, it was mainly because the above-mentioned respondents bought relatively expensive cars.

The following is a breakdown of the kinds of accessories chosen by the fifty respondents on purchasing.

Total family income	Radio		Cassette		Air-conditioner	
	sample	%	sample	%	sample	%
H.K.\$2,500 or under	1	50.0	0	0.0	0	0.0
2,501 - 3,500	0	0.0	2	33.3	0	0.0
3,501 - 4,500	2	100.0	1	50.0	0	0.0
4,501 - 6,000	3	60.0	3	60.0	1	20.0
6,001 - 7,500	3	23.0	10	77.0	5	38.0
7,501 - 9,000	6	60.0	9	90.0	4	40.0
9,001 - 12,000	4	57.0	6	86.0	7	100.0
12,001 and over	4	80.0	5	100.0	5	100.0
Total	23		39		22	

Out of the 50 respondents, 78 per cent, 46 per cent and 44 per cent of them chose accessories such as cassette, radio and air-conditioner respectively when they bought their cars. The most favourite choice of accessories was the cassette. The more the total monthly family income, the more accessories were purchased together with the new cars. Air-conditioner, as indicated by the above breakdown, was mostly owned by respondents with an income \$6,001 and above.

After buying their cars, only thirty-five of the respondents or 43.7 per cent installed accessories in their cars. Among the accessories installed, 26 per cent of the thirty-five respondents installed safety belts. Those respondents with total monthly family income of \$7,501 and above installed accessories like television sets and other gadgets.

As further elaborated on in the next chapter, car make meant a lot to the car-owners. Every car make embodies a personality of its own. The majority of the respondents in this survey considered car make as important. Table 4.16 indicates that 66 of the respondents or 82.5 per cent considered car make as important. The following relate the personal monthly income to those respondents who considered make as important.

Personal monthly income	Car make considered important	
	sample	percentage
H.K.\$1,000 or under	4	66.7
1,001 - 1,500	11	91.7
1,501 - 2,000	7	70.0
2,001 - 3,000	14	93.3
3,001 - 4,000	10	83.3
4,001 - 5,000	5	55.6
5,001 - 7,000	9	90.0
7,001 and over	6	100.0
Total	66	

Hence, the general trend was that most of the respondents in every personal monthly income bracket conceded car make as important. The trend was most obvious, on the whole, for respondents with personal monthly of \$2,001 or over, especially

for those with \$7,001 and over.

Out of the 66 respondents who considered car make as important, Table 4.17 shown the kinds of car makes that were favoured by the respondents. The following is a condensed breakdown arranged in an order of descending importance.

Favourite make	Sample	Percentage
German	29	43.9
British	13	19.7
Italian	12	18.2
Japanese	5	7.6
French	5	7.6
Others	1	1.5
Don't know	1	1.5
Total	66	100.0

Thus, it can be observed that altogether German, British and Italian car makes were the most favourite ones.

4.3 Consumer Comparison Process and Purchasing Purposes

It was discovered in the survey that in choosing body type, model and car make, comparison was dependent upon the experience of previous ownership. The comparison process was essentially different between those who owned cars before and those had not. Thus the following hypothesis (b) was rejected.

Hypothesis (b)

The extent of comparison with other cars and choices of makes, models and body types are not likely to differ significantly between respondents who had owned cars before and those who had not.

The findings reveal that 58 or 72.5 per cent of the respondents had owned cars before. Table 4.18 relates the comparison process to the experience of previous car ownership or not.

The following breakdown shows the comparison process with other cars displayed by the 80 respondents.

Comparison process	Sample	Percentage
undecided	18	22.5
decided on body type only	8	10.0
decided on body and make only	19	23.7
had all decided	35	43.7
Total	80	100.0

Hence, most of the respondents had already decided on the body type, model and make of the cars. The following relates the extent of comparison with the 58 respondents who had owned cars before.

Comparison process	Sample	Percentage
undecided	4	6.9
decided on body type only	6	10.3
decided on body and make only	18	31.0
had all decided	30	51.7
Total	58	100.0

Only 6.9 per cent of the 58 respondents who had owned cars before compared with others and chose extensively among several makes. Despite their previous ownership experience, they still were undecided on body type or car make. Of the

58 respondents or 10.3 per cent had decided on the body type but were still uncertain about their choice of car makes. Thirty-one per cent had already decided on body type and make but chose among different models. The majority or 51.7 per cent of them had all decided on body type, make and model and tended not to bother with comparing of previous car-purchasing experience. Therefore, they had placed strong confidence in themselves and their choices.

For the twenty-two respondents who had not owned cars before, the following depicts the extent of their comparison in choosing body type, model and car make.

Comparison process	Sample	Percentage
undecided	14	63.6
decided on body type	2	9.1
decided on body and make only	1	4.5
had all decided	5	22.7
Total	22	100.0

Of the 22 respondents, 63.6 per cent were all undecided on their choices of body type, model and car make. Hence, they extensively compared with other cars. It was essentially because they previously did not own cars. In addition, cars were such durables whose cost represented big expenditures. Of the twenty-two respondents, 9.1 per cent and 4.5 per cent had decided on body type and make together with body type respectively. It was observed that 22.7 per cent of them had

all made up their minds on choices of body types, model and make of the cars. These respondents probably had acquired enough information concerning cars from their friends or family members or advertisement media. With sufficient self-confidence, therefore, they tended not to compare with other cars.

The choice of certain car makes was related to the purchasing purposes of the respondents. The findings of the buying purposes are presented in Table 4.19, 4.20 and 4.21.

Buying purposes	Yes		No	
	sample	percent	sample	percent
go to work	56	70.0	24	30.0
go to school	9	11.2	71	88.7
go shopping	14	17.5	66	82.5
go recreation	42	52.5	38	47.5

Most of the respondents, thus, bought their new cars for going to work and recreation.

When they buying purposes were related to the age of the respondents, several observations were made from Tables 4.19, 4.20 and 4.21. As far as going to work was concerned, the trend was that the older the respondents, the more they specifically bought cars for going to work.

It was found that the younger the respondents, the more they bought cars for travelling and recreation. The following

illustrates the relation between the age of the respondents and why they bought cars.

Age	Sample	Go to work		Go recreation	
		sample	percentage	sample	percentage
under 25	14	8	57.1	8	57.1
25 - under 30	23	15	65.2	13	56.5
30 - under 35	9	6	66.7	4	44.4
35 - under 40	17	14	82.4	9	52.9
40 - under 50	11	7	63.6	5	45.5
50 and over	6	6	100.0	3	50.0

Also, the younger the age, the more likely the buying purposes of going to school was, as some of the respondents were still students. For the buying purpose of going to shopping, the relation with the age of the respondents was not significant.

Twenty-nine or 36.2 per cent of the respondents bought their cars for other purposes, which included sending children to school or spouse to work, visiting friends, participating in social functions and the like.

4.4 Consumer Choice of Product Attributes and Value Importance

In choosing the alternative cars on purchasing, the consumers evaluated the different product attributes of the cars within their concept framework of value importance.

This section presents the findings on consumer choices of product attributes and value importance.

Hypothesis (c)

Respondents of different socio-economic variables are more likely to have different ranking for functional, semi-functional attributes about cars, conditions of purchase, dealer and servicing and economy.

Among the socio-economic variables, personal monthly income and age of the respondents were chosen to analyse the findings. The respondents were asked to rate importance on four scales: very important, important, somewhat important and not important.

Table 4.22 and 4.23 relate the personal monthly income to the conditions of purchase. The following summarizes the findings.

i.) Conditions of purchase

Scaling	Price		Down payment	
	sample	%	sample	%
very imp.	55	68.7	16	20.0
important	20	25.0	22	27.5
some imp.	4	5.0	15	18.7
not imp.	1	1.2	27	33.7
Total	80	100.0	80	100.0

Scaling	Installment		Trade-in-price	
	Sample	Percentage	Sample	Percentage
very imp.	5	6.2	7	8.7
important	13	16.2	35	43.7
some imp.	27	33.7	21	26.2
not imp.	35	43.7	17	21.2
Total	80	100.0	80	100.0

Conditions of purchase	Percentage considered very important
price	68.7
down payment	20.0
trade-in-price	8.7
installment	6.2

Through many of the respondents in each income category rated price as "very important," the general trend was that more than 70 per cent of the respondents with an income of \$4,000 or below rated price as "very important." On the whole, the respondents were very cost-conscious.

ii) Dealer and servicing

The findings of dealer and servicing are found in Tables 4.24, 4.25 and 4.26. The summary of the tables is as follows.

Scaling	Service network		Stock of parts	
	Sample	Percentage	Sample	Percentage
very imp.	18	22.5	22	33.7
important	22	27.5	28	35.0
some imp.	29	36.2	13	16.2
not imp.	11	13.8	12	15.0
Total	80	100.0	80	100.0

Scaling	Expert repair		Repair facility	
	Sample	Percentage	Sample	Percentage
very imp.	19	23.7	13	16.2
important	21	26.2	19	23.7
some imp.	24	30.2	26	32.5
not imp.	16	20.0	22	27.5
Total	80	100.0	80	100.0

Scaling	Convenient location	
	Sample	Percentage
very imp.	16	20.0
important	14	17.5
some imp.	19	23.7
not imp.	31	38.8
Total	80	100.0

As regards the value importance of dealer and servicing, the following is a further breakdown of the rankings by respondents in terms of very important.

Dealer and servicing	Percentage of very imp.
Stock of parts	33.7
Expert repair	23.7
Service network	22.5
Convenient location	20.0
Repair facility	16.2

It was observed that most of the respondents rated service network as somewhat important, stock of parts as important, expert repair and repair facility as somewhat important, and convenient location as not important.

iii) Style and design

The following are summarized breakdowns of Tables 4.26, 4.27, 4.28 and 4.29.

Scaling	Style		Body finish	
	Sample	Percentage	Sample	Percentage
very imp.	35	43.7	20	25.0
important	28	35.0	42	52.5
some imp.	14	17.5	17	21.2
not imp.	3	3.7	1	1.2
Total	80	100.0	80	100.0

Scaling	Interior design		Colour	
	Sample	Percentage	Sample	Percentage
very imp.	23	28.7	17	21.2
important	37	46.3	17	21.2
Some imp.	16	20.0	33	41.2
Not imp.	4	5.0	13	16.2
Total	80	100.0	80	100.0

Among the semi-functional attributes, the following are further breakdown of the rankings by respondents in terms of the scale of very important.

Style and design	Percentage of very imp.
Style	43.7
Interior design	28.7
Body finish	25.0
Colour	21.2

It was found that in general the more the personal monthly income, the more the semi-functional attribute of style was rated as very important. When the scaling was related to age, it was observed that for respondents who were under 35 years old, style was rated significantly as very important. Especially for respondents between the age of 30 and 35 or those with personal monthly income between \$5,001 and 7,000, the majority of them considered style as very important.

iv) Comfort

The findings on the value importance of comfort held by the respondents are presented in Tables 4.29, 4.30 and 4.31. The following are summaries.

Scaling	Sitting comfort		Trunk space	
	Sample	Percentage	Sample	Percentage
Very imp.	32	40.0	7	14.3
Important	28	35.0	19	23.7
Some imp.	16	20.0	36	45.0
Not imp.	4	5.0	18	22.5
Total	80	100.0	80	100.0

Scaling	Quietness		Ventilation	
	Sample	Percentage	Sample	Percentage
Very imp.	25	31.3	31	38.3
Important	32	40.0	33	41.2
Some imp.	17	21.2	12	15.0
Not imp.	6	7.5	4	5.0
Total	80	100.0	80	100.0

Scaling	Roominess	
	Sample	Percentage
Very imp.	26	32.5
Important	39	48.7
Some imp.	11	13.8
Not imp.	4	5.0
Total	80	100.0

In terms of the rank of very important, most of the respondents rated in the following manner.

Comfort	Percentage of very imp.
Sitting comfort	40.0
Ventilation	38.3
Roominess	32.5
Quietness	31.3
Trunk space	14.3

As traffic congestion is the order of the day in Hong Kong, sitting comfort was ranked by most of the respondents as "very important" especially by those with monthly income of \$4,001 and above. The value importance of ventilation was also regarded as "very important" by most of the respondents. The weather in Hong Kong is sub-tropical; temperature is rather unbearable during summer time driving. Trunk space was considered by fewer respondents as "very important" because the cars in Hong Kong are always used as town drive. The limited space in Hong Kong does not allow long journey driving which undoubtedly needs large trunk space.

On the whole, Tables 4.29, 4.30 and 4.31 exhibited the trend that the older the respondents, the more important the

value importance of comfort was.

v) Performance

Scaling	Acceleration		Maximum speed	
	Sample	Percentage	Sample	Percentage
Very imp.	29	36.2	13	16.2
Important	26	32.5	16	20.0
Some imp.	20	25.0	30	37.5
Not imp.	5	6.2	21	26.2
Total	80	100.0	80	100.0

Scaling	Handling ease		Stability	
	Sample	Percentage	Sample	Percentage
Very imp.	44	55.0	45	56.2
Important	26	32.5	25	31.3
Some imp.	8	10.0	6	7.5
Not imp.	2	2.5	4	5.0
Total	80	100.0	80	100.0

Scaling	Braking		Visibility	
	Sample	Percentage	Sample	Percentage
Very imp.	65	81.2	37	46.3
Important	13	16.2	34	46.3
Some imp.	2	2.5	7	8.7
Not imp.	0	0.0	2	2.5
Total	80	100.0	80	100.0

Scaling	Durability	
	Sample	Percentage
Very imp.	31	38.8
Important	33	41.2
Some imp.	14	17.5
Not imp.	2	2.5
Total	80	100.0

The above breakdown showing the rankings of functional attributes by the respondents was derived from Tables 4.23, 4.33, 4.34 and 4.35. In terms of the item of "very important," the following show the ranking percentage by the respondents.

Performance	Percentage of Very imp.
Braking	81.2
Stability	56.2
Handling ease	55.0
Visibility	46.3
Durability	38.8
Acceleration	36.2
Maximum speed	16.2

Safety which is closely related to the braking was regarded by the overwhelming majority of the respondents in this survey as "very important." Over 50 per cent of the respondents in all age groups ranked braking as "very important." Less respondents considered the functional attributes of acceleration and maximum speed especially as very important. Because of the winding roads, traffic congestion and above all speed limit in Hong Kong. Nevertheless, respondents under age 35 mostly ranked acceleration and maximum speed as very important. The opposite was true for the respondents over 40 years of age.

vi) Economy

Sealing	Gas consumption		Future trade-in-price	
	Sample	Percentage	Sample	Percentage
Very imp.	42	52.5	6	7.5
Important	28	35.0	34	42.5
Some imp.	9	11.2	34	42.5
Not imp.	1	1.2	6	7.5
Total	80	100.0	80	100.0

Sealing	Cost of repairs		Frequency of breakdown	
	Sample	Percentage	Sample	Percentage
Very imp.	31	38.8	48	60.0
Important	23	28.7	20	25.0
Some imp.	23	28.7	11	13.8
Not imp.	3	3.7	1	1.2
Total	80	100.0	80	100.0

The rankings of the value importance of economy are found in Tables 4.35, 4.36 and 4.37. In terms of the rankings of the item of "very important," the following are a further breakdown.

Economy	Percentage of very imp.
Frequency of breakdown	60.0
Gas consumption	52.5
Cost of repairs	38.8
Future trade-in-price	7.5

The respondents were, on the whole, cost-conscious. Respondents in all income brackets mostly ranked the frequency of breakdown of cars as "very important." Apart from inconvenience, the cost of repairs as such was also considerable.

As regards the value importance of gas consumption, it was found that respondents with personal monthly income below \$2,000 mostly ranked gas consumption as "very important." However, the more the income of the respondents was, the less the respondents rated gas consumption as "very important." For instance, no respondent in the income bracket of \$7,001 and over rated gas consumption as "very important."

Hence, the findings in this survey agree with hypothesis (c).

In order to present an overall picture of the consumer choices of semi-functional and functional attributes of cars and the value importance held by the respondents, the following checklist arranged in a descending order of importance attempts to show the percentage of respondents who rated the attributes as "very important."

<u>Very important</u>	<u>Percentage</u>
1. Braking	81.2
2. Price	68.7
3. Frequency of breakdown	60.0
4. Stability during operation	56.2
5. Handling ease	55.0
6. Gas consumption	52.5
7. Rear and front visibility	46.3
8. Style	43.7
9. Sitting comfort	40.0
10. Durability	38.8
11. Cost of repairs	38.8
12. Ventilation	38.3
13. Acceleration	36.2
14. Ample stock of parts	33.7
15. Quietness during operation	31.7
16. Interior design	28.7

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<u>Very important</u>	<u>Percentage</u>
17. Body finish	25.0
18. Expert repair technique	23.7
19. Service network	22.5
20. Colour	21.2
21. Convenient location	20.0
22. Down payment	20.0
23. Maximum speed	16.2
24. Repair facilities	16.2
25. Trunk space	14.3
26. Trade-in price of old car	8.7
27. Future trade-in price	7.5
28. Installment amounts	6.2

The above checklist demonstrates that braking in terms of safety and price in terms of initial cost were among other attributes rated by the majority of the respondents as "very important."

Hypothesis (d)

The higher the personal income of the respondents, the more likely the perceived instrumentality of the style and design of the car is important. The lower the personal monthly income, the more likely the perceived instrumentality of economy is important.

A car's overall characteristics of perceived instrumentality could be generally categorized into style and design, performance, comfort and economy. Tables 4.38 and 4.39 present the results of the findings. Summaries of the findings are as follows.

Scaling	Style and design		Performance	
	Sample	Percentage	Sample	Percentage
Most important	29	36.2	52	62.0
Second important	31	38.8	22	27.5
Third important	13	16.2	5	6.2
Fourth important	7	8.7	1	1.2
Total	80	100.0	80	100.0

Scaling	Comfort		Economy	
	Sample	Percentage	Sample	Percentage
Most important	30	37.5	37	46.3
Second important	28	35.0	24	30.0
Third important	12	15.0	16	20.0
Fourth important	10	12.5	3	3.7
Total	80	100.0	80	100.0

As far as the ranking of most important was concerned, the following is a further breakdown on the perceived instrumentality rated by the respondents.

Perceived instrumentality	Percentage of most imp.
Performance	62.0
Economy	46.3
Comfort	37.5
Style and design	36.2

On the whole, most the respondents rated performance as most important irrespective of their monthly incomes. Thus, in facing several alternative choices of car makes within the same price range, it was predicted that most of the respondents would choose those car makes with the best performance. It was because performance was instrumental to the consumers'

salient value importance.

As personal monthly income increased, more respondents rated style and design as "most important." Hence, the higher the personal monthly income of the respondents, the more important the perceived instrumentality of style and design of the car was because respondents in the higher income brackets were more style-conscious, impelled by the desire to be outstanding and prestigious.

In the opposite manner, economy was rated by most the respondents with monthly income at \$3,000 or below as the most important. Actually, the findings were that the lower the personal monthly income, the more important the perceived instrumentality of economy was. For instance, 100 per cent of the respondents with monthly income \$1,000 or below rated economy as the most important. No respondent in the income bracket of \$7,001 and over rated economy as the most important.

In the light of the findings, it is justified to say that hypothesis (d) is valid.

Items considered at time of choosing cars could be categorized into conditions of purchase, dealer and servicing and automobile's overall characteristics. Summaries of Table 4.40 and 4.41 are as follows.

Scaling	Conditions of purchase		Dealer and servicing	
	Sample	Percentage	Sample	Percentage
Most imp.	15	18.7	4	5.0
Second imp.	36	45.0	46	57.5
Third imp.	23	28.7	22	27.5
Fourth imp.	6	7.5	8	10.0
Total	80	100.0	80	100.0

Scaling	Automobile's overall characteristics	
	Sample	Percentage
Most imp.	56	70.0
Second imp.	14	17.5
Third imp.	7	8.7
Fourth imp.	3	3.7
Total	80	100.0

The majority of the respondents rated an automobile's overall characteristics as the "most important," while very few of them rated conditions of purchase and dealer and servicing as the "most important." Therefore, consumer choice in car purchasing is essentially centred around the automobile's overall characteristics.

4.5 Relation between Previous Ownership of Car Makes and Future Choice

Experience with the currently owned car makes was discovered in this survey as a useful indicator in identifying the kinds of previously owned car makes. In addition, a direct relationship between the currently owned car makes and future choice of car makes was also found. Hence, the

following hypothesis is rejected by the findings.

Hypothesis (e)

The correlation for similiar choices of previous and presently owned car makes is hypothesized to be not significant.

As per Table 4.42, fifty-eight or 72.5 per cent of the respondents had owned cars before, while 22 of them did not. In comparing the 58 respondents' currently owned cars and previous cars, the following presents the percentage of similiar choice of the same car makes for those who had owned cars before.

Currently owned	Sample	Previous cars	Sample	Percentage
Alfa Romeo	3	Alfa Romeo	2	66.7
Audi	4	Audi	3	75.0
B.M.W.	5	B.M.W.	2	40.0
Fiat	8	Fiat	4	50.0
Ford	6	Ford	3	50.0
Honda	1	Honda	0	0.0
Jaguar	2	Jaguar	1	50.0
Rolls-Royce	2	Rolls-Royce	1	50.0
Mercedes-Benz	9	Mercedes-Benz	3	33.3
Austin	2	Austin	0	0.0
Toyota	4	Toyota	1	25.0
Volvo	4	Volvo	1	25.0
Volkswagen	5	Volkswagen	3	60.0
Total	58			

Apart from the owners of Honda and Austin, the rest of the respondents who had owned cars before did have significant correlation for similiar choices of previous and presently owned car makes. Owners of Toyota and Volvo car makes displayed the least percentage of 25 per cent, while owners of Audi,

Alfa Romeo and Volkswagen displayed strikingly similiar choices of previous and present car makes owned.

Hypothesis (f)

The likelihood of buyers who had previous ownership experience with the make currently owned consider that make first for purchase is greater than buyers who report no such owner such ownership experience.

It testing this hypothesis, the respondents were asked if they were going to buy cars in the foreseeable future. Out of the eighty respondents, twenty-six or 32.5 per cent of them intended to buy new cars. They were asked to indicate the kind of car makes they would most likely buy; the findings are tabulated in Table 4.43.

For the fifty-four respondents who did not plan to buy another cars in the near future, they were asked to name the car makes they would prefer to buy. Answers from the fifty-four respondents are tabulated in Table 4.44. In order to see if there was a strong relationship between current car makes and future choice of car makes, the following combine the answers of the 80 respondents and present the percentage of the respondents having the same future choices of car makes which they owned currently.

Current makes	Sample	Future choice of same make	Sample	Percent
Alfa Romeo	3	Alfa Romeo	2	66.7
Audi	5	Audi	2	40.0
B.M.W.	6	B.M.W.	3	50.0
Fiat	12	Fiat	7	58.3
Ford	9	Ford	6	66.6
Honda	2	Honda	1	50.0
Jaguar	2	Jaguar	1	50.0
Benz	10	Benz	6	60.0
Austin	3	Austin	0	0.0
Rolls-Royce	2	Rolls-Royce	0	0.0
Toyota	8	Toyota	4	50.0
Volvo	4	Volvo	2	50.0
Volkswagen	7	Volkswagen	4	57.1
Others	7	Others	0	0.0
Total	80			

Hence, in a descending order of significance, there was a direct relation between current car makes and the future choices of the same car makes for Alfa Romeo, Ford, Mercedes-Benz, Fiat and Volkswagen.

Thus, all in all, the findings in this survey agree with the hypothesis (f).

5.0 ANALYSIS ON CONSUMER MOTIVATION IN PRIVATE CAR PURCHASING

Based on the findings from the projective tests and the depth interviews, the following sections attempt to analyse the various underlying meanings of cars as perceived by new private car-owners in Hong Kong, the kinds of motivation indigenous to Hong Kong, the choice process as an interaction between the personality of the cars and owners, the brand images of car makes, and finally, the hidden motivations in new car purchasing.

5.1 Practical Meanings of Cars

Basically, private cars were viewed by the respondents as a means of physical transportation. The cars were seen as mechanical objects which must meet certain practical standards. Roughly, about 20 per cent of the respondents did have any interest in the complex technical aspects of cars. Most of the respondents knew and discussed the gadgets and gimmicks and the up-to-date innovation features of new car models.

5.2 Social Meanings of Cars

Apart from the practical functions attached to cars, it was found that cars are immensely laden with social meanings.

To most of the respondents, possessing a private automobile in Hong Kong was a symbol of social status and prestige. They considered that owning cars expressed affluence and higher class standing. People would consider new car owners as wealthy persons. Possessing an expensive car bearing a famous brand is especially effective in fostering proud feelings. Hong Kong is such a small place that an expensive car would easily catch the attention of others.

Therefore, socially impelled motives tended to make the respondents more concerned with the number of private cars owned, size, colour, style and design, apart from the cost. Above all, the reputation of the car make and model was considered as a means of expressing social status. Usually, wealthy and upper class people would possess car makes such as Rolls-Royce, Mercedes-Benz, B.M.W., Volvo, Jaguar and some other relatively expensive makes. Also, the number of private cars possessed was considered by the respondents as a criterion to measure social standing. Affluent families usually possess more than one new car, most probably three or more. It follows that owners of moderately priced cars were considered as middle class or upper middle.

Cars have also other social implications. They are valuable and essential in facilitating social interaction. Many respondents considered that their own cars would bring

them closer to other people. Car owners derived the greatest pleasure when they took their cars to social functions, visit people, trips in the New Territories, and town drive. Cars enable the owners to be socially participative and intimate. Cars also enable the owners to make and meet more friends and take part in more activities. Literally speaking, cars extend our life boundaries.

Cars also bring along the feeling of affiliation. This is the expression of human companionship-friendship-sex-people altogether. Cars are especially successful in creating the important desire to be somebody. Wanting to be somebody is the basic desire every human being has for being important and effective in some way that other people recognize. In various ways, having cars give the owners the feeling of being somebody, of being more substantial and capable than the nonowners.

5.3 Psychological Meanings of Cars

Cars are a source of happiness and gaiety. Respondents considered that when they got into their cars, they felt important and proud. When the cars could be run smoothly and operated successfully, the car owners would feel satisfied.

Each successful trip stands for dual accomplishment of the car and the driver. "I enjoy driving very much," said some of the respondents. "It is a feeling of power and gives

me a sense of accomplishment and satisfaction."

In addition, especially for those respondents under the age of thirty-five, the cars represented an outlet for self-assertion and aggressive feelings. The respondents considered that when they overtook other cars with the same or greater engine capacity than theirs, they felt gratified and excited. It is because cars provide an avenue for them to express their driving technique and sense of conquest. No other means can be so easily available to achieve the end of self-assertiveness as car-driving.

Driving can also serve to restore shaken and shattered self-confidence. Many respondents after setbacks in their everyday affairs usually drove their cars at high speed. In mastering their cars successfully, they reestablished their self-confidence after speedy driving.

Also, the security symbolism of cars has another sophisticated aspect. Owners after getting into their cars feel safe. By surrounding themselves with the heavy steel hull of a car, they feel protected and secure. Through the cars, the respondents achieved some kind of security.

Car-owners of compact and small cars expressed the feeling that they could drive their cars dynamically. They were describing a form of security in which they retained the mastery over technical instruments. Feeling dynamically

secure brings about the experience of oneness with the road and the technical miracle of the cars.

In sum, after reviewing the various meanings attached by the respondents to the cars, the findings agree with the following hypothesis.

Hypothesis (g)

the likelihood for the respondents to attach various meanings to the cars is high.

The findings on consumer motivation in the purchase of cars revealed that Maslow's classification of motives is very embracing and useful.

Basically, all the respondents were relatively economically-sound. None of them bought his car because of physiological motive. After their physiological motive, namely, hunger and thirst, had been satisfied, the respondents moved up to higher order of motives. Therefore, some respondents bought their cars for the subtle reason of feeling safe. Some respondents bought their cars for the reason of affiliation, because they desired belongingness and love. For wealthier respondents, the priority of esteem, status and self-actualization was important. Hence, some well-off respondents bought the cars as a symbol of social status and prestige.

5.4 Motivations Indigenous to Hong Kong

In the process of analysis, several negative motivations which are to a great extent indigenous to car-owners in Hong Kong were discovered.

90 per cent of the respondents answered that the worst thing about having cars in Hong Kong is the parking problem and limited space. Moreover, due to the restrictive governmental policy and financial constraints on private cars, the parking problem is aggravated. Thus the overhanging shadow of the parking problem is always present in car-purchasing motivation. Hence, the parking problem is a somehow a deterrent for car purchasing.

Thus, possessing private cars in Hong Kong was considered by the respondents as a badly-needed luxury and convenience paid at too high a price. The financial constraints on private car owners and insufficient public transportation create a paradoxical situation for the car-owners in Hong Kong. On the one hand, possessing cars is burdensome and luxurious. On the other, private cars are in some cases badly needed as a means of convenience.

Another negative motivation indigenous to the respondents especially under the age of thirty is the speed limit because of winding and narrow roads. The traffic is so jammed on the roads that the cars practically crawl during peak hours. Even when the traffic flows smoothly the speed is limited.

Under the shadow of parking problem and limited speed on the narrow roads in Hong Kong, some of the respondents were motivated to buy small and compact cars with an engine capacity below 1,500 c.c. Driving a small car (defined in this study as under 1,500 c.c.) was considered to be wise and convenient because of the two mentioned factors. Actually, driving a big car (defined in this study as over 1,500 c.c.) was considered by most of the respondents as unnecessary and too luxurious. As a matter of fact, big cars in Hong Kong are not practical except as a sign of social status.

Hence, the findings point to the same direction as predicted in the following hypothesis.

Hypothesis (h)

There are likely to be certain indigenous motivations to private car owners in Hong Kong.

5.5 The Choice Process is an Interaction between the Personality of the Cars and Owners

Cars are not simply mechanical objects. They have personality. Handling the steering wheel provides the owners closest contact with the car. One respondent said, "I acquire the feeling of a car through the steering wheel. I turn it with fingers and hands. I find myself doing it unconsciously." Another respondent said, "Whenever I trade my car in, I have

the passion of losing my dear friend."

Most cars in a similar price range are more or less alike technically. The car makes may differ in colour, design and body finish; however, the major distinction that the consumers are interested in is the sophisticated, vague, subtle and overall feeling of personality about the car.

In choosing new cars, people buy the cars they think are particularly appropriate for them. In other words, the personality of the cars and that of the owners should be consonant psychologically. The choice process is thus an intimate interaction between the personality of the cars and that of the owners.

The ways people project and express themselves in choosing cars and the kinds of personalities embodied by car makes and features are varied. The following summary attempts to present the findings derived from the last four questions of the sentence completion test.

Cars and features that embody conservatism:

The following cars and features help create such impression as reliability, dignity, reserve and maturity for their owners. It is because the owners want others to know that they are responsible and serious in their outlook.

The kinds of car makes answered by the respondents included: Volvo, Volkswagen, Austin, Morris and Mazda. The features included the following: 2-door or 4-door sedan with dark colours,

especially black, dark-green or dark-blue. Features that embody conservatism also included very few accessories, not even radios or cassettes. Very few gadgets, if any, were installed.

Cars and features that embody middle-of-the-road moderation:

Owners of these cars prefer to uphold moderation in the continuum of being too conservative and extreme. They do not want to be either too flashy or reserved. Purchasers of these car makes wanted to be in the swim, participant and up-to-date. They were on the whole quite interested in style and installing some accessories.

The kinds of car makes answered by the majority of the respondents included: Opel, Toyota, Ford, Fiat, Audi, Vauxhall and Honda. The features included 2-door and 4-door coupe with light colours: white, ivory, silvery, light-green, light-blue, yellow and light-brown. Accessories though ordinary covered radio, cassette and safety belt. Some current gadgets were also installed.

Cars and features that embody distinctiveness:

Car-owners of the following car makes are interested in what is new, fashionable and individualistic. People who choose such cars and features pay more attention to style, design and appearance of the cars. They want to have change and be the style-setters. Individualism in this case is

strongly emphasized.

The car makes chosen included: Alfa Romeo, Citroen, Chevrolet, Jaguar, Jensen, Porsche, Maserati and Oldsmobile. The cars were 2-door hardtop, convertible and sports ones. The colours were bright: bright red, pink, violet and bright yellow. More accessories were installed such as air-conditioners and the like. More gadgets were also installed in helping to project the owners as distinctive.

Cars and features that embody outstanding status and individual needs:

Owners of the following cars and features want to display their social status and supreme achievements. Hence, the owners can demonstrate their extreme attitudes or most special needs.

The car makes answered by the respondents included: Rolls-Royce, Mercedes-Benz, Thunderbird and Lincoln-Continental. The sizes of the cars were big with engine capacities over 2,000 c.c. Special luxury interior, featuring elegant seat fabrics, cut-pile carpeting, special door panels with floor console, portable television set and telephone device were installed. Usually, uniformed chauffeurs were employed to drive the cars. The colours were also bright and eye-catching. The latest and most fashionable accessories and gadgets were usually installed.

Thus, based on the above analysis, the following hypothesis is rejected.

Hypothesis (i)

The consumer choice of particular make is not positively correlated with the personality of the car.

5.6 Brand Images of Various Car Makes
to the Consumer

The brand images of various car makes with different prices, style, design, performance, body finish and features mean a lot to the consumers. Findings from question fifteen agree with the following hypothesis.

Hypothesis (j)

Respondents are more likely to hold different opinions in ascribing the descriptions of automobiles to various makes.

The following are a summary of the findings. The list of car makes is arranged in descending order indicating the kinds of car makes that most respondents considered as fitting closest to each description.

1. A small, neat car. It's comfortable and not flashy:

- a. Volkswagen
- b. Mini
- c. Honda
- d. Fiat
- e. Austin
- f. Toyota
- g. Opel

2. It's conservative. A strong reliable car:

- a. Volkswagen
- b. Volvo
- c. Mercedes-Benz
- d. Jaguar
- e. Rover
- f. Ford

3. The car is perfect for long trips. It hugs the road, drives smoothly and has good mileage:

- a. Volkswagen
- b. Ford
- c. Mercedes-Benz
- d. Volvo
- e. Audi
- f. Fiat
- g. B.M.W.

4. It is the car of tomorrow. It looks like a jet plane:

- a. Alfa Romeo
- b. Citeron
- c. B.M.W.
- d. Lamborghini
- e. Porsche
- f. Maserati
- g. Monteverdi

5. A top quality car. Expensive, impressive but not flashy:

- a. Mercedes-Benz
- b. Rolls-Royce
- c. Volvo
- d. B.M.W.
- e. Lincoln-Continental
- f. Porsche

6. It's light weight car and looks almost flimsy:

- a. Honda
- b. Datsun
- c. Mini
- d. Mazda
- e. Ford

7. It looks like a boat, clumsy but well-engineered:

- a. Volvo
- b. Volkswagen
- c. Rolls-Royce
- d. Austin
- e. Jaguar

8. It is safe, solid car, the kind you can really rely on:

- a. Mercedes-Benz
- b. Volkswagen
- c. Fiat
- d. Volvo
- e. Vauxhall

9. A powerful, swift, modern-looking car:

- a. Alfa Romeo
- b. B.M.W.
- c. Porsche
- d. Chevrolet
- e. Toyota
- f. Triumph

10. Bull-dozer of a car. It gets you there safely
under all kinds of weather:

- a. Volvo
- b. Rolls-Royce
- c. Mercedes-Benz
- d. Volkswagen

It can be seen that the same car make may mean differently to different respondents. Thus creating favourable and successful image of the car makes is very important to the automobile dealers in Hong Kong.

5.7 Underlying Motivations in Car Purchasing:

An Overall Picture

The preceding analysis of the various meanings of cars unfolds the underlying car-purchasing motivations in passing. The following attempt to summarize and categorise the underlying motivations derived from the findings.

- a. To attain a sense of power and self-assertion
- b. To use the cars as convenient means of transportation
- c. To be more mobile
- d. To use the cars as a means of restoring self-confidence
- e. To participate in social activities
- f. To demonstrate social status, prestige and successful achievement
- g. To use the cars for making and dating more friends
- h. To use the cars as an avenue of aggressive feelings
- i. To derive pleasure and gaiety from driving the cars
- j. To use the cars as a security symbol
- k. To use the cars in expressing individualism and taste
- l. To derive pride and satisfaction in one's driving skill

The above list, by no means exhaustive, does serve to explain and delve into the hidden motivations for car ownerships which can only be unfolded through motivation research.

Hence, in the light of the consumer motivation model as discussed in Chapter 3, when input was received, it was

processed by the personality, traits and motives of the respondents. Together with stored information and past experience, values and attitudes were formulated. Accordingly, different values and meanings were attached to the input by the respondents resulting in different motivations in the purchase of private cars.

6.0 CONCLUSIONS AND RECOMMENDATIONS

6.1 Conclusions

Consumer choice in new private car purchasing

In the process of analysis, some prevailing consumer choices of private cars were identified. It was found that most of the respondents had owned their cars for quite a long time, over six months at least. The majority of the respondents were one-car owners and possessed cars with engine capacity below 1,500 c.c. As far as future car buying was concerned, 67.5 per cent of the respondents did not plan to buy cars in the foreseeable future.

Respondents of different socio-economic features chose various car makes and accessories. The occupation, age, personal monthly income and total family monthly income of the respondents were chosen to analyse the choices, the latter three influenced the choices very much. Economic standings of the respondents, in particular, were closely related to the various choices of car makes. Out of the thirteen car makes in this survey, the most popular choices were in a descending order: Fiat, Mercedes-Benz, Ford, Toyota and Volkswagen. In the similar fashion, economic considerations affected the respondents' choices of accessories. The more the total family monthly income, the more were the accessories that went together with the cars.

On the whole, 82.5 per cent of the respondents considered car make as important. The most favourite car makes were German, British and Italian ones.

The extent of comparison process with other cars on purchasing was different between new car owners and those respondents who had owned cars before. Most of those respondents with previous ownership experience had all decided on body type, make and model and tended not to bother about the comparison process. The opposite was true for those fresh car owners who compared a lot with other cars on purchasing.

As regards the buying purposes of particular car makes, most of the respondents bought their cars for going to work, travel and recreation.

It was discovered that in choosing the alternative cars on purchasing, the consumer evaluated the different functional and semi-functional attributes of the cars within their conceptual framework of value importance. Respondents with different socio-economic background again had different rankings for the various product attributes when scaled in terms of importance. Out of the twenty-eight functional and semi-functional attributes and value importance scaled by the respondents, the six most important ones arranged in a descending order were: braking, price, frequency of breakdown, stability during operation, handling ease and gas consumption.

Measured in terms of perceived instrumentalities, the most important ones were in a descending order: performance, economy, comfort and style and design. Hence, it was observed that an automobile's overall characteristics were, above all, the most important consideration upon purchasing.

There was a direct and close relation between previous ownership of car makes and future choices. For those respondents who had owned cars the survey revealed that the likelihood for similar choices of previous and the present car makes was high. Owners of Audi, Alfa Romeo and Volkswagen displayed a strikingly similar choices of previous and presently owned car makes.

In addition, buyers who had previous ownership experience with the car make currently owned considered that make first than buyers who reported no such ownership experience. In a descending order of significance, direct relation between current car makes and the future choices of the same car makes was strong for Alfa Romeo, Ford, Mercedes-Benz, Fiat and Volkswagen.

Consumer motivation in new private car purchasing

Various meanings were attached by the respondents to the cars. First, the cars were regarded as mechanical objects which must meet certain practical standards. However, 80 per cent of the respondents did not have any interest in the

complex technical aspects of cars. Second, cars are immensely laden with social meanings. The respondents considered that owning cars expressed affluence and was a symbol of social status and prestige. In addition, cars are valuable and essential in facilitating social interaction and the feeling of affiliation. Third, cars have psychological meanings. Cars are a source of happiness and gaiety. Respondents could attain self-assertion, security feelings and restore shattered self-confidence through speedy driving.

Several negative motivations which were indigenous to the car owners in Hong Kong were discovered. The negative motivations were the parking problem limited road space and speed limit. Possessing private cars in Hong Kong was considered by the respondents as a badly-needed luxury and convenience because of insufficient public transportations. Hence, some of the respondents were motivated to buy small and compact cars with an engine capacity below 1,500 c.c.

Moreover, cars have personality. It was found that the choice process is an interaction between the personality of the cars and owners. In choosing new cars, people buy the cars they deem particularly appropriate for them. In sum, four general types of personality presented by cars and their features were discovered. The four types were conservatism, middle-of-the-road moderation, distinctiveness, and outstanding

status and individual needs.

In the eyes of the respondents, various car makes had different brand images. The brand images of various car makes with different prices, style, design, performance, body finish and features mean a lot to the car-owners.

The study discovered twelve underlying motivations in car purchasing. A systematic summary of the motivations is found at the end of Chapter 5.

6.2 Recommendations to Automobile Dealers in Hong Kong

Based on the findings of the present study, recommendations are made concerning the product attributes of cars and the advertisement in car selling. A better understanding of the prevailing consumer choices and motivations in car purchasing will definitely boost the sales of cars in Hong Kong.

Product attributes and value importance

Consumers today expect more than ever from the automobile. They want safety, fuel economy, good performance, and real quality. Above all, the consumers want the automobile to become a responsible member of society. Based on the findings of this survey, the consumers are very concerned with safety in driving. Hence, new cars imported should incorporate up-to-date safety features such as gas bag system cushioning the

passengers upon impact, distortion-resistant passenger compartment, progressively yielding, energy-absorbing front and rear sections, safety belts, reinforced doors, well-protected fuel tank, highly protective laminated windshield, and safety steering column and wheel. Most important of all, the braking system should be reliable and the safest. Cars with an efficient braking system—such as dual circuit triangular with power assisted disc brakes on all four wheels plus relief valves preventing the rear wheels from locking before the front ones—should be imported and recommended to the potential buyers.

On the whole, the consumers in Hong Kong are economically-minded. Hence, the price of the cars should be competitive enough to attract these potential consumers. The gas consumption and the frequency of breakdown should be reduced to the lowest minimum. The more the gas mileage and the less the frequency of breakdown, the more welcome the cars will be. The performance of the cars especially handling ease and stability during operation are also noteworthy. Roads are so narrow and the traffic so congested in Hong Kong that the consumers desire strongly driving ease and comfort.

Advertisement contents

According to the findings of the present survey, it is recommended that automobile advertisement should take into

consideration the basic motivations for car ownership, the negative motivations indigenous to Hong Kong and the personality of the car make.

In order to motivate potential consumers in car purchasing through promotion and advertisement, the following themes are recommended: luxury, comfort, excellent value, elegance, safety, economy, better mileage, style, quality, personality of the car, handling ease, driving excitement, new innovation features, pleasure of driving, engineering excellence, sporty outlook, pride of owning, durability and reliability.

It is suggested that the motivations in car purchasing are mixed. Therefore, some themes in the advertisement should not be used alone. Durability and reliability alone appeal only to the most conservative people. Economy alone creates a low-class and cheap personality of the car. Safety alone appeals to consumers with extreme fears. Luxury alone conveys a flashy impression to the audience. The above themes, therefore, if used alone will only appeal to a limited sector of the potential market. Thus the effect of advertisement is not multiplied.

It is recommended that the advertisement should convey a whole package of appeals to the audience. It is much better to combine performance, luxury and safety themes with popularly valued ideas of reliability, economy and the like. Of course,

the optimum package of appeals depends on the particular model of the car and the target market. All in all, the use of a variety of themes is recommended for building broader personalities of the cars. Hence, advertisement contents should be formulated in terms of an overall governing conception of the car rather than in terms of single appeal.

In order to overcome the negative motivations--such as the parking problem, financial constraints and limited road space in Hong Kong--advertisement should emphasize the point that the cars give the consumers more room inside while taking up less room outside. Such themes like cars that can park in smaller spaces and practically anywhere; cars that can manoeuvre in tight traffic situations and navigate narrow streets; and cars that cost less to maintain should be integrated in the advertisement. The attitude that equates bigger with better should be denounced. In this way, consumers in Hong Kong will be more encouraged to buy small cars.

Building car personality for various car makes is no easy task. Automobile dealers should understand the current character of the car in the minds of the consumers. Decisions should be made as to what the promotion aims to build and how it can modify or improve the current personality of the car. In launching the promotional campaign, the advertiser should know what kind of long-run personality he wants to build for

the car. Hence, by creating an appealing personality for the car, the brand image of the car will be improved. Distinct and living personality should be created for different car makes. Situations should be made so the consumers can identify with the car makes. In summary, individual personalities should be established for the cars to generate sales appeal throughout the automobile market in Hong Kong.

Appendix A

Confidential

The Lingnan Institute of Business Administration
The Chinese University of Hong Kong
A Study of Consumer Choice and Motivation in the Purchase
of Private Automobiles in Hong Kong
Questionnaire

This is a study conducted by Chow Shou-shun, Allan, a graduate student at the Lingnan Institute of Business Administration, The Chinese University of Hong Kong. Please be assured that all the information given will be treated in the strictest confidence. The data collected will be used as a basis for his Master's thesis. Thank you very much for your help.

Please put (✓) in the ☐ that you think most appropriate.
Check one answer unless otherwise indicated.

- 1a. Is your private automobile used solely for carrying passengers for non-commercial purposes ?
- ☐ yes (go to question 1b.)
☐ no (please terminate the interview)
- b. Is this car second-hand or not ?
- ☐ new (go to Q. 2)
☐ second-hand (please terminate the interview)
- c. Which of the following best describes your role in the purchase of this car ?
- I decided by myself to buy the car (go to Q. 2)
I shared the decision-making power equally with others (go to question Q.2)
I had not much say in the decision to buy (please terminate the interview)

Part I

- 2a. Apart from this one, how many private cars do you have ?
- ☐ none
☐ one
☐ two
☐ three
☐ four
☐ five or more

b. What is the engine capacity of this car ?

- ☐ under 1,000 c.c.
- ☐ 1,000 - 1,500 c.c.
- ☐ 1,501 - 2,000 c.c.
- ☐ 2,001 c.c. and over

c. What are the make and model of this car ?

d. What is the year model of this car ?

e. What is the body type of this car ?

- ☐ coach (2 door sedan)
- ☐ sedan (4 door sedan)
- ☐ coupe (2 doors)
- ☐ coupe (4 doors)
- ☐ station wagon
- ☐ convertible
- ☐ others

3a. Did you own a car before purchasing the present one ?

- ☐ yes (go to question 3b. and 3c.)
- ☐ no (go to Q. 4)

b. Did you replace your previous car with the present one ?

- ☐ no, I kept previous car too
- ☐ yes, I replaced the previous car

c. Please tell me the following information concerning your previous car.

- ☐ make _____
- ☐ model _____
- ☐ engine capacity _____
- ☐ body type _____

4a. When did you buy your car ?

- ☐ less than six months
- ☐ six months - less than one year
- ☐ 1 year - less than 1½ years
- ☐ 1½ years - less than 2 years
- ☐ 2 years - less than 2½ years
- ☐ 2½ years - less than 3½ years
- ☐ 3½ years - less than 4½ years
- ☐ 4½ years - less than 5½ years
- ☐ 5½ years and over

- b. For what purpose did you buy this car ? (Can check more than one answer)

- ☐ going to work
☐ going to school
☐ shopping
☐ travel or recreation
☐ others (please specify) _____

- 5a. Before you bought this car, did you compare it with other cars ?

- ☐ undecided on body type or make, compared with two or more makes
☐ had decided on body type but chose among different makes
☐ had decided the body type and make but chose among different models
☐ had decided on the make and model and did not compare with other cars (go to Q. 6)

- b. What were the make/s and model/s you compared your car with ?

make/s _____
 model/s _____

6. When you considered buying the present car you probably paid more attention to some points than others regarding conditions of purchase, performance or some other factors. Now I am going to read these points. Please tell me if you consider each of these points as 1. very important 2. important 3. somewhat important 4. not important.

a. Conditions of purchase

price
 down payment
 installment amounts
 trade-in price of old car

1	2	3	4

b. Dealer and servicing

service network
 ample stock of parts and others
 expert repair techniques
 well-equipped repair facilities of dealer
 convenient location of dealer

1	2	3	4

c. Style and design

style

body finish

interior design

colour

1	2	3	4

d. Comfort

sitting comfort

trunk space

quietness during operation

ventilation

roominess

1	2	3	4

e. Performance

acceleration

maximum speed

handling ease

stability during operation

braking

front and rear visibility

durability

1	2	3	4

f. Economy

gas consumption

future trade-in price

cost of repairs

frequency of breakdown

1	2	3	4

7. A car's overall characteristics can be generally categorized in the following. Please indicate which category is the 1. most important 2. second important 3. the third important and 4. the fourth important ?

style and design

performance

comfort

economy

1	2	3	4

8. Items considered at time of purchase can be categorized in the following. Please indicate which of these categories is the 1. most important 2. second important 3. the third important and 4. the fourth important ?

conditions of purchase

dealer and servicing

automobile's overall characteristics

1	2	3	4

- 9a. When you bought your car, were there any accessories to go with the car ?

☐ yes (go to question 9b.)

☐ no (go to question 9c.)

- b. What were these ? (Can check more than one answer)

☐ radio

☐ cassette/cartridge

☐ air-conditioner

☐ others

- c. Have you installed any accessories later ?

☐ yes (go to question 9d.)

☐ no (go to Q. 10)

- d. What are these ? (Can check more than one answer)

☐ radio

☐ cassette/cartridge

☐ air-conditioner

☐ others

- 10a. In the future, do you foresee yourself or your family buying an new car ?

☐ yes (go to question 10b., c.d.)

☐ no (go to Q. 11)

- b. Do you intend to replace your present car or to keep it along with the newly bought one ?

☐ to replace this car

☐ to keep both of them

- c. When do you think you would most likely buy another new car ?

- ☐ within six months
- ☐ within one year
- ☐ within three years
- ☐ don't know

- d. What body type, make, model and engine capacity would you most likely consider buying ? (go to Q. 12)

body type _____
make _____
model _____
engine capacity _____

11. If you were going to buy a new car, what body type, make, model and engine capacity would you most likely consider buying ?

body type _____
make _____
model _____
engine capacity _____

- 12a. In selecting your new car, do you think the make (manufacturer) would or would not be an important factor ?

- ☐ important (go to question 12b.)
- ☐ not important (go to Q. 13)

- b. You just said make is important. What is your favourite make ?

13. For how long do you intend to keep this car ?

- ☐ less than six months
- ☐ six months - less than 1 year
- ☐ 1 year - less than 2 years
- ☐ 2 years - less than 3 years
- ☐ more than 3 years
- ☐ don't know

Part II

14. The following is a sentence completion test. A sentence stem (the beginning phrase of a sentence) will be read to you, you are asked to complete the sentence quickly and with the first thought that occurs to you.

- a. Possessing a private automobile in H.K. is a symbol of _____.
- b. Driving an expensive car bearing a famous brand name is _____.
- c. People driving sports cars are _____.
- d. A car of your own possession is _____.
- e. Wealthy and successful people usually possess _____ cars. (make)
- f. Middle class people usually possess _____ cars. (make)
- g. When I drive very fast (over 40 m.p.h.) _____.
- h. Driving a small and compact car (defined as under 1,500 c.c.) in H.K. is _____.
- i. Driving a big car (defined as over 1,500 c.c.) in H.K. is _____.
- j. When I get into my own new car I feel _____.
- k. The car gives me the greatest pleasure when _____.
- l. The best colour for a car is _____.
- m. I would never buy a _____ car.
- n. Financing a car in H.K. is _____.
- o. Most of the brand-new cars _____.
- p. A car with a high centre of gravity _____.
- q. The worst thing about having a car in H.K. is _____.
- r. Cars and features that embody conservatism are _____.

- s. Cars and features that embody middle-of-the-road moderation are _____.
- t. Cars and features that embody distinctiveness and showiness are _____.
- u. Cars and features that embody outstanding status and individual needs are _____.

15. The following are some descriptions of automobiles. Which car make do you think fits closest to each description ?

- a. A small, neat car. It's comfortable and not flashy _____ (make)
- b. It's conservative. A strong reliable car _____.
- c. The car is perfect for long trips. It hugs the road, drives smoothly and has good mileage _____.
- d. It is the car of to-morrow. It looks like a jet plane, completely ultra-modern in all aspects _____.
- e. A top quality car. Expensive, impressive but not flashy _____.
- f. It's light-weight car and looks almost flimsy _____.
- g. It looks like a boat, clumsy but well-engineered _____.
- h. It is a safe, solid car, the kind you can really rely on _____.
- i. A powerful, swift, modern-looking car _____.
- j. Bull-dozer of a car. It gets you there safely under all kinds of weather _____.

Classification Data

1. Sex

- ☐ male
☐ female

2. Age

- ☐ under 25
☐ 25 - under 30
☐ 30 - under 35
☐ 35 - under 40
☐ 40 - under 50
☐ 50 and over

3. Occupation

- ☐ professionals
☐ business executives
☐ small traders
☐ white collar workers
☐ blue collar workers
☐ teachers
☐ government officials and employees
☐ not employed (e.g. housewife and student)
☐ others

4. Education

- ☐ primary school
☐ secondary school
☐ post-secondary
☐ university
☐ graduate school

5. Family size

6. Marital status

- ☐ single
☐ married
☐ divorced

7. House/apartment is rented or owned by family

- ☐ rented
☐ owned

8. Total monthly family income

9. Personal monthly income

- ☐ H.K. \$1,000 or under
- ☐ 1,001 - 1,500
- ☐ 1,501 - 2,000
- ☐ 2,001 - 3,000
- ☐ 3,001 - 4,000
- ☐ 4,001 - 5,000
- ☐ 5,001 - 7,000
- ☐ 7,001 and over

Appendix B

Table 4.2

THE CHINESE UNIVERSITY OF HONG KONG

LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION

PRIVATE AUTO STUDY - THESIS BY

CHOW SHOU SHUN, ALLAN

PERSONAL MONTHLY INCOME	NUMBER OF CARS OWNED						
	ONE	TWO	THREE	FOUR	FIVE	NONE	
	BASE			MORE			
	80	23	6	2	1	0	48
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	28.7	7.5	2.5	1.2	0.0	60.0
H.K.\$1,000 OR UNDER	4	2	0	0	0	0	4
COL. %	7.5	8.7	0.0	0.0	0.0	0.0	8.3
ROW %	100.0	33.3	0.0	0.0	0.0	0.0	66.7
1,001 - 1,500	12	3	0	0	0	0	9
COL. %	15.0	13.0	0.0	0.0	0.0	0.0	18.7
ROW %	100.0	25.0	0.0	0.0	0.0	0.0	75.0
1,501 - 2,000	10	1	0	0	0	0	9
COL. %	12.5	4.3	0.0	0.0	0.0	0.0	18.7
ROW %	100.0	10.0	0.0	0.0	0.0	0.0	90.0
2,001 - 3,000	15	0	2	0	0	0	13
COL. %	18.7	0.0	33.3	0.0	0.0	0.0	27.1
ROW %	100.0	0.0	13.3	0.0	0.0	0.0	86.7
3,001 - 4,000	12	6	1	0	0	0	5
COL. %	15.0	26.1	16.7	0.0	0.0	0.0	10.4
ROW %	100.0	50.0	8.3	0.0	0.0	0.0	41.7
4,001 - 5,000	9	6	0	0	0	0	3
COL. %	11.2	26.7	0.0	0.0	0.0	0.0	6.2
ROW %	100.0	66.7	0.0	0.0	0.0	0.0	33.3
5,001 - 7,000	10	4	3	0	0	0	3
COL. %	12.5	17.4	50.0	0.0	0.0	0.0	6.2
ROW %	100.0	40.0	30.0	0.0	0.0	0.0	30.0
7,001 AND OVER	6	1	0	2	1	0	2
COL. %	7.5	4.3	0.0	100.0	100.0	0.0	4.2
ROW %	100.0	16.7	0.0	33.3	16.7	0.0	33.3

Table 4.3

THE CHINESE UNIVERSITY OF HONG KONG

LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION

PRIVATE AUTO STUDY - THESIS BY

CHOW SHOU SHUN, ALLAN

PERSONAL MONTHLY INCOME	***** ENGINE CAPACITY UNDER 1001- 1501- 2001 BASE 100000 1500 2000 & OVER *****				
	80	7	38	27	8
	100.0	100.0	100.0	100.0	100.0
	100.0	8.7	47.5	33.7	10.0

H.K.\$1,000 OR UNDER	6	2	2	2	0
COL. %	7.5	28.6	5.3	7.4	0.0
ROW %	100.0	33.3	33.3	33.3	0.0
1,001 - 1,500	12	2	5	3	2
COL. %	15.0	28.6	13.2	11.1	25.0
ROW %	100.0	16.7	41.7	25.0	16.7
1,501 - 2,000	10	1	5	4	0
COL. %	12.5	14.3	13.2	14.8	0.0
ROW %	100.0	10.0	50.0	40.0	0.0
2,001 - 3,000	15	1	12	2	0
COL. %	18.7	14.3	31.6	7.4	0.0
ROW %	100.0	6.7	80.0	13.3	0.0
3,001 - 4,000	12	1	4	5	2
COL. %	15.0	14.3	10.5	18.5	25.0
ROW %	100.0	8.3	33.3	41.7	16.7
4,001 - 5,000	9	0	5	3	1
COL. %	11.2	0.0	13.2	11.1	12.5
ROW %	100.0	0.0	55.6	33.3	11.1
5,001 - 7,000	10	0	5	3	2
COL. %	12.5	0.0	13.2	11.1	25.0
ROW %	100.0	0.0	50.0	30.0	20.0
7,001 AND OVER	6	0	0	5	1
COL. %	7.5	0.0	0.0	18.5	12.5
ROW %	100.0	0.0	0.0	83.3	16.7

Table 4.4

THE CHINESE UNIVERSITY OF HONG KONG

LINGNAH INSTITUTE OF BUSINESS ADMINISTRATION

PRIVATE AUTO STUDY - THESIS BY

CHOW SHOU SHUN, ALLAN

***** WHEN DID YOU BUY YOUR CAR? *****										
LESS A MON 1 Y 1.5Y 2 Y 2.5Y 3.5Y 4.5Y 5.5Y										
BASE6 MON 1 Y L 1.5Y L 2Y L 2.5Y L 3.5Y L 4.5Y L 5.5Y L OVER										

80	0	5	8	9	20	22	6	5	5	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	0.0	6.2	10.0	14.2	25.0	27.5	7.5	6.2	6.2	

PERSONAL MONTHLY
INCOME

H.K. \$1,000 OR UNDER
COL. %
ROW %

1,001 - 1,500
CO
FD

1,501 - 2,000
60
200

2,001 - 3,000

3,001 - 4,000
CO
RC

4,001 - 5,000
CC
PC

5,001 - 7,000
66
20

7,001 AND OVER

Table 4.5

THE CHINESE UNIVERSITY OF HONG KONG

LINGNAM INSTITUTE OF BUSINESS ADMINISTRATION

PRIVATE AUTO STUDY - THESIS BY

ORUM SHOU SHUN, ALLAN

TOTAL MONTHLY
FAMILY INCOME

 YEAR MODEL OF THE CAR
 1970 1971 1972 1973 1974
 BASE BEFORE

H.K.\$2,500 OR UNDER

COL. %

ROW %

2,501 - 3,500

COL. %

ROW %

3,501 - 4,500

COL. %

ROW %

4,501 - 6,000

COL. %

ROW %

6,001 - 7,500

COL. %

ROW %

7,501 - 9,000

COL. %

ROW %

9,001 - 12,000

COL. %

ROW %

12,001 AND OVER

COL. %

ROW %

80	16	11	23	19	11
100.0	100.0	100.0	100.0	100.0	100.0
100.0	20.0	13.8	28.7	23.7	13.8
6	2	0	4	0	0
7.5	12.5	0.0	17.4	0.0	0.0
100.0	33.3	0.0	66.7	0.0	0.0
10	4	2	4	0	0
12.5	25.0	18.2	17.4	0.0	0.0
100.0	40.0	20.0	40.0	0.0	0.0
6	2	4	0	0	0
7.5	12.5	36.4	0.0	0.0	0.0
100.0	33.3	66.7	0.0	0.0	0.0
11	4	0	4	3	0
13.8	25.0	0.0	17.4	15.8	0.0
100.0	36.4	0.0	36.4	27.3	0.0
18	1	1	7	8	1
22.5	6.2	9.1	30.4	42.1	9.1
100.0	5.6	5.6	50.9	44.4	5.6
14	1	2	4	1	6
17.5	6.2	18.2	17.4	5.3	54.5
100.0	7.1	14.3	28.6	7.1	42.9
10	2	2	0	4	2
12.5	12.5	18.2	0.0	21.1	18.2
100.0	20.0	20.0	0.0	40.0	20.0
5	0	0	0	3	2
6.2	0.0	0.0	0.0	15.8	18.2
100.0	0.0	0.0	0.0	60.0	40.0

Table 4.6

THE CHINESE UNIVERSITY OF HONG KONG

LINGMAN INSTITUTE OF BUSINESS ADMINISTRATION

PRIVATE AUTO STUDY - THESIS BY

CHOW SHOU SHUN: ALLAN

BUY A CAR IN

FUTURE?

BASE YES NO

TOTAL MONTHLY
FAMILY INCOME

	80	26	54
100.0	100.0	100.0	100.0
100.0	32.5	67.5	

B.R. \$2,500 OR UNDER

COL. %

ROW %

	6	2	4
7.5	7.7	7.4	
100.0	33.3	66.7	

2,501 - 3,500

COL. %

ROW %

	10	2	8
12.5	7.7	14.8	
100.0	20.0	80.0	

3,501 - 4,500

COL. %

ROW %

	6	1	5
7.5	3.8	9.3	
100.0	16.7	83.3	

4,501 - 6,000

COL. %

ROW %

	14	2	9
13.8	7.7	16.7	
100.0	18.2	81.8	

6,001 - 7,500

COL. %

ROW %

	18	4	14
22.5	15.4	25.9	
100.0	22.2	77.8	

7,501 - 9,000

COL. %

ROW %

	14	4	10
17.5	15.4	18.5	
100.0	28.6	71.4	

9,001 - 12,000

COL. %

ROW %

	10	7	3
12.5	26.9	5.6	
100.0	70.0	30.0	

12,001 AND OVER

COL. %

ROW %

	6	4	1
6.2	15.4	1.9	
100.0	86.0	20.0	

Table 4.7

THE CHINESE UNIVERSITY OF HONG KONG

LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION

PRIVATE AUTO STUDY - THESIS BY

CHOW SHOU SHUN, ALLAN

REPLACE OR KEEP ?

REPLAC KEEP NO

BASEE BOTH ANS

BUYING A CAR
IN THE FUTURE

80	16	10	54
100.0	100.0	100.0	100.0
100.0	20.0	32.5	67.5

YES

COL. %

26	16	10	0
32.5	100.0	100.0	0.0

ROW %

100.0	61.5	38.5	0.0
-------	------	------	-----

NO

COL. %

54	0	0	54
67.5	0.0	0.0	100.0

ROW %

100.0	0.0	0.0	100.0
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Table 4.8

THE CHINESE UNIVERSITY OF HONG KONG

LINGMAN INSTITUTE OF BUSINESS ADMINISTRATION

PRIVATE AUTO STUDY - THESIS BY

CHOW SHOU SHUN, ALLAN

		***** WHEN WOULD YOU MOSTLY BUY ? WITHIN IN IN DON'T BASES FOR 1 YE 2 YE 3 YE KNOW *****					
BUYING A CAR IN THE FUTURE	NO	2	11	5	3	50	
	100.0	100.0	100.0	100.0	100.0	100.0	
	100.0	2.5	13.8	6.2	3.7	73.7	
*****		*****					
YES		26	2	11	5	3	5
	COL. %	32.5	100.0	100.0	100.0	100.0	8.5
	ROW %	100.0	7.7	62.3	19.2	11.5	19.2
*****		*****					
NO		54	0	0	0	0	54
	COL. %	67.5	0.0	0.0	0.0	0.0	91.5
	ROW %	100.0	0.0	0.0	0.0	0.0	100.0
*****		*****					

Table 4.9

THE CHINESE UNIVERSITY OF HONG KONG

LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION

PRIVATE AUTO STUDY - THESIS BY

CHOW SHOU SHUN, ALLAN

ENGINE CAPACITY MOST LIKELY
UNDER 1000 - 1501 - 2001 NO
BASE 100000 1500 2000 OVER ANS

PERSONAL MONTHLY
INCOME

80	0	13	9	3	55
100.0	100.0	100.0	100.0	100.0	100.0
100.0	0.0	16.2	11.2	3.7	68.7

H.K.\$1,000	OR UNDER	6	0	1	0	0	5
	COL. %	7.5	0.0	7.7	0.0	0.0	9.1
	ROW %	100.0	0.0	16.7	0.0	0.0	83.3

1,001 - 1,500	12	0	1	1	0	10
COL. %	15.0	0.0	7.7	11.1	0.0	16.2
ROW. %	100.0	0.0	8.3	8.3	0.0	83.3

1,501 - 2,000	30	0	0	0	1	9
COL. %	12.5	0.0	0.0	0.0	33.3	16.4
ROW %	100.0	0.0	0.0	0.0	10.0	90.0

2,001 - 3,000	15	0	4	1	0	10
CCL. %	18.7	0.0	30.8	11.1	0.0	18.2
RGH %	100.0	0.0	26.7	6.7	0.0	66.7

3,001 - 4,000	12	0	1	1	1	9
COL %	15.0	0.0	7.7	11.1	33.3	16.4
ROW %	100.0	0.0	8.3	8.3	8.3	75.0

4,001 - 5,000	9	0	3	0	1	5
COL. %	11.2	0.0	23.1	0.0	33.3	9.1
ROW %	100.0	0.0	33.3	0.0	11.1	55.6

5,001 - 7,000	10	0	2	3	0	5
COL. %	12.5	0.0	15.4	33.3	0.0	9.1
ROW %	100.0	0.0	20.0	30.0	0.0	50.0

7.001 AND OVER	6	0	1	3	0	2
COL. %	7.5	0.0	7.7	33.3	0.0	3.6
ROW %	100.0	0.0	16.7	56.0	0.0	33.3

Table 4.10

THE CHINESE UNIVERSITY OF HONG KONG
LINGNAM INSTITUTE OF BUSINESS ADMINISTRATION
PRIVATE AUTO STUDY - THESIS BY
CHOW SHOU SHUN, ALLAN

***** ENGINE CAPACITY MOST LIKELY *****							
UNDER 1000 - 1501- 2001 NO							
BASE 100000 1500 2000 OVER 2000							

PERSONAL MONTHLY INCOME	30	0	40	14	0	26	
	100.0	100.0	100.0	100.0	100.0	100.0	
	100.0	0.0	50.0	17.5	0.0	32.5	

H.K.\$1,000 OR UNDER	6	0	4	0	0	2	
COL. %	7.5	0.0	10.0	0.0	0.0	7.7	
ROW %	100.0	0.0	66.7	0.0	0.0	33.3	
1,001 - 1,500	12	0	6	4	0	2	
COL. %	15.0	0.0	15.0	28.6	0.0	7.7	
ROW %	100.0	0.0	50.0	33.3	0.0	16.7	
1,501 - 2,000	10	0	8	1	0	1	
COL. %	12.5	0.0	20.0	7.1	0.0	3.8	
ROW %	100.0	0.0	80.0	10.0	0.0	10.0	
2,001 - 3,000	15	0	6	4	0	5	
COL. %	18.7	0.0	15.0	28.6	0.0	19.2	
ROW %	100.0	0.0	40.0	26.7	0.0	33.3	
3,001 - 4,000	12	0	9	0	0	3	
COL. %	15.0	0.0	22.5	0.0	0.0	11.5	
ROW %	100.0	0.0	75.0	0.0	0.0	25.0	
4,001 - 5,000	0	0	4	1	0	4	
COL. %	11.2	0.0	10.0	7.1	0.0	15.4	
ROW %	100.0	0.0	44.4	11.1	0.0	44.4	
5,001 - 7,000	10	0	3	2	0	5	
COL. %	12.5	0.0	7.5	14.3	0.0	10.2	
ROW %	100.0	0.0	30.0	20.0	0.0	50.0	
7,001 AND OVER	6	0	0	2	0	4	
COL. %	7.5	0.0	0.0	14.3	0.0	15.4	
ROW %	100.0	0.0	0.0	33.3	0.0	66.7	

Table 4.11

THE CHINESE UNIVERSITY OF HONG KONG																		
LINGNAM INSTITUTE OF BUSINESS ADMINISTRATION																		
PRIVATE AUTO STUDY - THESIS BY																		
CHOW SHOU SHUN, ALLAN																		

		MODEL OF THE CAR																
		ALFA AUDI B.M.W. FIAT FORD HONDA JAGUAR BENZ AUSTIN ROLLS TOYO- VOLVO V.W. OTHERS																
		BASEROMEO ROYCE TA																

AGE OF RESPONDENTS		80	3	5	6	12	9	2	2	10	3	2	8	4	7	7		
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
		100.0	3.7	6.2	7.5	15.0	11.2	2.5	2.5	12.5	3.7	2.5	10.0	5.0	8.7	3.7		

UNDER 25		14	1	1	1	3	1	0	0	0	0	0	3	1	1	2		
	COL. %	17.5	33.3	20.0	16.7	25.0	11.1	0.0	0.0	0.0	0.0	0.0	37.5	25.0	14.3	28.6		
	ROW %	100.0	7.1	7.1	7.1	21.4	7.1	0.0	0.0	0.0	0.0	0.0	21.4	7.1	7.1	14.3		
25 - UNDER 30		23	1	1	2	2	3	1	0	2	3	0	2	0	3	3		
	COL. %	28.7	33.3	20.0	33.3	16.7	33.3	50.0	0.0	20.0	100.0	0.0	25.0	0.0	42.9	42.9		
	ROW %	100.0	4.3	4.3	8.7	8.7	13.0	4.3	0.0	8.7	13.0	0.0	8.7	0.0	13.0	13.0		
30 - UNDER 35		9	1	0	2	0	2	0	0	2	0	1	0	0	0	1		
	COL. %	11.2	33.3	0.0	33.3	0.0	22.2	0.0	0.0	20.0	0.0	50.0	0.0	0.0	0.0	14.3		
	ROW %	100.0	11.1	0.0	22.2	0.0	22.2	0.0	0.0	22.2	0.0	11.1	0.0	0.0	0.0	11.1		
35 - UNDER 40		17	0	2	0	5	0	1	1	4	0	0	1	2	0	1		
	COL. %	21.2	0.0	40.0	0.0	41.7	0.0	50.0	50.0	40.0	0.0	0.0	12.5	50.0	0.0	14.3		
	ROW %	100.0	0.0	11.8	0.0	29.4	0.0	5.9	5.9	23.5	0.0	0.0	5.9	11.8	0.0	5.9		
40 - UNDER 50		11	0	1	0	1	2	0	1	2	0	1	2	0	1	0		
	COL. %	13.8	0.0	20.0	0.0	8.3	22.2	0.0	50.0	20.0	0.0	50.0	25.0	0.0	14.3	0.0		
	ROW %	100.0	0.0	9.1	0.0	9.1	18.2	0.0	9.1	18.2	0.0	9.1	18.2	0.0	9.1	0.0		
50 AND OVER		6	0	0	1	1	1	0	0	0	0	0	0	1	2	0		
	COL. %	7.5	0.0	0.0	16.7	8.3	11.1	0.0	0.0	0.0	0.0	0.0	0.0	25.0	28.6	0.0		
	ROW %	100.0	0.0	0.0	16.7	16.7	16.7	0.0	0.0	0.0	0.0	0.0	0.0	16.7	33.3	0.0		

Table 4.12

THE CHINESE UNIVERSITY OF HONG KONG
 LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOU SHOU SHUN, ALLAN

MODEL OF THE CAR															
ALFA AUDI B.M.W. FIAT FORD HONDA JAGUAR RENZ AUSTIN ROLLS ROYCE TOYOTA VOLVO V.W. OTHERS															
BASEFROMEU *****															

OCCUPATION OF	80	5	5	6	12	9	2	2	10	3	2	8	4	7	7
RESPONDENTS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	3.7	6.2	7.5	15.0	11.2	2.5	2.5	12.5	3.7	2.5	10.0	5.0	8.7	8.7

PROFESSIONALS	8	1	0	0	0	2	0	0	1	0	1	1	0	1	1
COL. %	10.0	33.3	0.0	0.0	0.0	22.2	0.0	0.0	10.0	0.0	50.0	12.5	0.0	14.3	14.3
ROW %	100.0	12.5	0.0	0.0	0.0	25.0	0.0	0.0	12.5	0.0	12.5	12.5	0.0	12.5	12.5
BUSINESS EXECUTIVES	20	1	1	2	2	2	0	2	6	0	1	1	1	0	1
COL. %	25.0	33.3	20.0	33.3	16.7	22.2	0.0	100.0	60.0	0.0	50.0	12.5	25.0	0.0	14.3
ROW %	100.0	5.0	5.0	10.0	10.0	10.0	0.0	10.0	30.0	0.0	5.0	5.0	5.0	0.0	5.0
SMALL TRADERS	5	0	1	1	0	1	1	0	0	0	0	0	0	1	0
COL. %	6.2	0.0	20.0	16.7	0.0	11.1	50.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3	0.0
ROW %	100.0	0.0	20.0	20.0	0.0	20.0	20.0	0.0	0.0	0.0	0.0	0.0	0.0	20.0	0.0
WHITE COLLAR WORDERS	5	0	0	0	2	1	0	0	0	0	0	1	0	0	1
COL. %	6.2	0.0	0.0	0.0	16.7	11.1	0.0	0.0	0.0	0.0	0.0	12.5	0.0	0.0	14.3
ROW %	100.0	0.0	0.0	0.0	40.0	20.0	0.0	0.0	0.0	0.0	0.0	20.0	0.0	0.0	20.0
BLUE COLLAR WORDERS	4	0	1	0	1	0	1	0	0	0	0	1	0	0	0
COL. %	5.0	0.0	20.0	0.0	8.3	0.0	50.0	0.0	0.0	0.0	0.0	12.5	0.0	0.0	0.0
ROW %	100.0	0.0	25.0	0.0	25.0	0.0	25.0	0.0	0.0	0.0	0.0	25.0	0.0	0.0	0.0
TEACHERS	9	0	1	0	0	1	0	0	0	1	0	2	0	2	2
COL. %	11.2	0.0	20.0	0.0	0.0	11.1	0.0	0.0	0.0	33.3	0.0	25.0	0.0	28.6	28.6
ROW %	100.0	0.0	11.1	0.0	0.0	11.1	0.0	0.0	0.0	11.1	0.0	22.2	0.0	22.2	22.2
GOVT. OFFICIALS	14	0	1	2	3	1	0	0	1	1	0	1	1	2	1
COL. %	17.5	0.0	20.0	33.3	25.0	11.1	0.0	0.0	10.0	33.3	0.0	12.5	25.0	28.6	14.3
ROW %	100.0	0.0	7.1	14.3	21.4	7.1	0.0	0.0	7.1	7.1	0.0	7.1	7.1	14.3	7.1
NOT EMPLOYED	7	0	0	1	2	0	0	0	1	0	0	1	0	1	1
COL. %	8.7	0.0	0.0	16.7	16.7	0.0	0.0	0.0	10.0	0.0	0.0	12.5	0.0	14.3	14.3
ROW %	100.0	0.0	0.0	14.3	28.6	0.0	0.0	0.0	14.3	0.0	0.0	14.3	0.0	14.3	14.3
OTHERS	8	1	0	0	2	1	0	0	1	1	0	0	2	0	0
COL. %	10.0	33.3	0.0	0.0	16.7	11.1	0.0	0.0	10.0	33.3	0.0	0.0	50.0	0.0	0.0
ROW %	100.0	12.5	0.0	0.0	25.0	12.5	0.0	0.0	12.5	12.5	0.0	0.0	25.0	0.0	0.0

Table 4.13

THE CHINESE UNIVERSITY OF HONG KONG

LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION

PRIVATE AUTO STUDY - THESIS BY

CHOW SHUN SHUN, ALLAN

PERSONAL MONTHLY INCOME	MODEL OF THE CAR														
	ALFA	AUDI	B.M.W.	FIAT	FORD	HONDA	JAGUAR	BENZ	AUSTIN	ROLLS	TOYO-	VOLVO	V.W.	OTHERS	
	BASF	FROME													
	80	3	5	6	12	9	2	2	10	3	2	8	4	7	7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	3.7	6.2	7.5	15.0	11.2	2.5	2.5	12.5	3.7	2.5	10.0	5.0	8.7	8.7
H.K.\$1,000 OR UNDER	6	0	0	1	2	1	0	0	0	0	0	1	0	1	0
COL. %	7.5	0.0	0.0	16.7	16.7	11.1	0.0	0.0	0.0	0.0	0.0	12.5	0.0	14.3	0.0
ROW %	100.0	0.0	0.0	16.7	33.3	16.7	0.0	0.0	0.0	0.0	0.0	16.7	0.0	16.7	0.0
1,001 - 1,500	12	0	1	1	2	0	0	0	1	1	0	1	1	2	2
COL. %	15.0	0.0	20.0	16.7	16.7	0.0	0.0	0.0	10.0	33.3	0.0	12.5	25.0	28.6	28.6
ROW %	100.0	0.0	8.3	8.3	16.7	0.0	0.0	0.0	8.3	8.3	0.0	8.3	8.3	16.7	16.7
1,501 - 2,000	10	0	0	0	5	1	1	0	0	0	0	1	0	0	2
COL. %	12.5	0.0	0.0	0.0	41.7	11.1	50.0	0.0	0.0	0.0	0.0	12.5	0.0	0.0	28.6
ROW %	100.0	0.0	0.0	0.0	50.0	10.0	10.0	0.0	0.0	0.0	0.0	10.0	0.0	0.0	20.0
2,001 - 3,000	15	1	1	0	0	2	0	0	1	2	0	3	0	3	2
COL. %	18.7	33.3	20.0	0.0	0.0	22.2	0.0	0.0	10.0	66.7	0.0	37.5	0.0	42.9	28.6
ROW %	100.0	6.7	6.7	0.0	0.0	13.3	0.0	0.0	6.7	13.3	0.0	20.0	0.0	20.0	13.3
3,001 - 4,000	12	1	1	3	1	1	1	0	2	0	0	1	0	1	0
COL. %	15.0	33.3	20.0	50.0	8.3	11.1	50.0	0.0	20.0	0.0	0.0	12.5	0.0	14.3	0.0
ROW %	100.0	8.3	8.3	25.0	8.3	8.3	8.3	0.0	16.7	0.0	0.0	8.3	0.0	8.3	0.0
4,001 - 5,000	9	0	1	1	2	2	0	0	1	0	0	1	1	0	0
COL. %	11.2	0.0	20.0	16.7	16.7	22.2	0.0	0.0	10.0	0.0	0.0	12.5	25.0	0.0	0.0
ROW %	100.0	0.0	11.1	11.1	22.2	22.2	0.0	0.0	11.1	0.0	0.0	11.1	11.1	0.0	0.0
5,001 - 7,000	10	0	1	0	0	1	0	1	4	0	0	0	2	0	1
COL. %	12.5	0.0	20.0	0.0	0.0	11.1	0.0	50.0	40.0	0.0	0.0	0.0	50.0	0.0	14.3
ROW %	100.0	0.0	10.0	0.0	0.0	10.0	0.0	10.0	40.0	0.0	0.0	0.0	20.0	0.0	10.0
7,001 AND OVER	6	1	0	0	0	1	0	1	1	0	2	0	0	0	0
COL. %	7.5	33.3	0.0	0.0	0.0	11.1	0.0	50.0	10.0	0.0	100.0	0.0	0.0	0.0	0.0
ROW %	100.0	16.7	0.0	0.0	0.0	16.7	0.0	16.7	16.7	0.0	33.3	0.0	0.0	0.0	0.0

Table 4.14

THE CHINESE UNIVERSITY OF HONG KONG
 LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOW SHOU SHUN, ALLAN

***** MODEL OF THE CAR *****																
ALFA AUDI B.M.W. FIAT FORD HONDA JAGUAR BENZ AUSTIN ROLLS TOYO- VOLVO V.W. OTHERS																
***** ROYCE TA *****																
***** BASED ON *****																

Table 4.15

THE CHINESE UNIVERSITY OF HONG KONG

LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION

PRIVATE AUTO STUDY - THESIS BY

CHOW SHOU SHUN, ALLAN

TOTAL MONTHLY FAMILY INCOME	*****		
	ANY		
	ACCESSORIES?		
	BASEYES NO		

	80	50	30
	100.0	100.0	100.0
	100.0	62.5	37.5

H.K.\$2,500 OR UNDER	6	2	4
COL. %	7.5	4.0	13.3
ROW %	100.0	33.3	66.7

2,501 - 3,500	10	6	4
COL. %	12.5	12.0	13.3
ROW %	100.0	60.0	40.0

3,501 - 4,500	6	2	4
COL. %	7.5	4.0	13.3
ROW %	100.0	33.3	66.7

4,501 - 6,000	11	5	6
COL. %	13.8	10.0	20.0
ROW %	100.0	45.5	54.5

6,001 - 7,500	13	13	5
COL. %	22.5	26.0	16.7
ROW %	100.0	72.2	27.8

7,501 - 9,000	14	10	4
COL. %	17.5	20.0	13.3
ROW %	100.0	71.4	28.6

9,001 - 12,000	10	7	3
COL. %	12.5	14.0	10.0
ROW %	100.0	70.0	30.0

12,001 AND OVER	5	5	0
COL. %	6.2	10.0	0.0
ROW %	100.0	100.0	0.0

Table 4.16

THE CHINESE UNIVERSITY OF HONG KONG
 LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOW SHOU SHUN, ALLAN

PERSONAL MONTHLY INCOME	***** MAKE IMPORTANT ? BASEIMP NOT *****		
	80	66	14
	100.0	100.0	100.0
	100.0	82.5	17.5

H.K.\$1,000 OR UNDER	6	4	2
COL. %	7.5	6.1	14.3
ROW %	100.0	66.7	33.3
1,001 - 1,500	12	11	1
COL. %	15.0	16.7	7.1
ROW %	100.0	91.7	8.3
1,501 - 2,000	10	7	3
COL. %	12.5	10.6	21.4
ROW %	100.0	70.0	30.0
2,001 - 3,000	15	14	1
COL. %	18.7	21.2	7.1
ROW %	100.0	93.3	6.7
3,001 - 4,000	12	10	2
COL. %	15.0	15.2	14.3
ROW %	100.0	83.3	16.7
4,001 - 5,000	9	5	4
COL. %	11.2	7.6	28.6
ROW %	100.0	55.6	44.4
5,001 - 7,000	10	9	1
COL. %	12.5	13.6	7.1
ROW %	100.0	90.0	10.0
7,001 AND OVER	6	6	0
COL. %	7.5	9.1	0.0
ROW %	100.0	100.0	0.0

LYNGRAN INSTITUTE OF BUSINESS ADMINISTRATION

CHOW SHOU SHUN, ALLAN

***** WHAT IS YOUR FAVOURITE MAKE ? *****											
GERMAN ITAL BRIT JAP FREN U.S. OTHER DON'T NO											
BASE MAKE	MAKE	MAKE	MAKE	MAKE	MAKE	MAKE	KNOW	KNOW	ANS		

MAKE IMPORTANT	80	32	15	15	6	5	2	2	3	0	
OR NOT ?	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	100.0	40.0	18.7	18.7	7.5	6.2	2.5	2.5	3.7	0.0	

IMPORTANT	66	29	12	13	5	5	0	1	1	0	
COL. %	82.5	90.6	80.0	86.7	83.3	100.0	0.0	50.0	33.3	0.0	
ROW %	100.0	43.9	18.2	19.7	7.6	7.6	0.0	1.5	1.5	0.0	

NOT IMPORTANT	14	3	3	2	1	0	2	1	2	0	
COL. %	17.5	9.4	20.0	13.3	16.7	0.0	100.0	50.0	66.7	0.0	
ROW %	100.0	21.4	21.4	14.3	7.1	0.0	14.3	7.1	14.3	0.0	

Table 4.18

THE CHINESE UNIVERSITY OF HONG KONG

LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION

PRIVATE AUTO STUDY - THESIS BY

CHOW SHUN SHUN, ALLAN

		***** COMPARE WITH OTHER CARS NOT DECID DEC 80 HAD BASEDECID BODY MAKE ALL DE *****				
OWNING A CAR BEFORE		80	18	8	19	35
		100.0	100.0	100.0	100.0	100.0
		100.0	22.5	10.0	23.7	43.7

YES		58	4	6	18	30
	COL. %	72.5	22.2	75.0	94.7	85.7
	ROW %	100.0	6.0	10.3	31.0	51.7
NO		22	14	2	1	5
	COL. %	27.5	77.8	25.0	5.3	14.3
	ROW %	100.0	63.6	9.1	4.5	22.7

Table 4.19

THE CHINESE UNIVERSITY OF HONG KONG

LINGMAN INSTITUTE OF BUSINESS ADMINISTRATION

PRIVATE AUTO STUDY - THESIS BY

CHOW SHOU SHUN ALLAN

		BUY PURPOSE?		BUY PURPOSE?		
		GO TO		GO TO		
		NO		NO		
		BASEWORK		SCHOOL		

AGE OF RESPONDENTS		80	56	24	9	71
		100.0	100.0	100.0	100.0	100.0
		100.0	70.0	30.0	11.2	88.7

UNDER 25		14	8	6	5	9
	COL. %	17.5	14.3	25.0	55.6	12.7
	ROW %	100.0	57.1	42.9	35.7	64.3
25 - UNDER 30		23	15	8	3	20
	COL. %	28.7	26.8	33.3	33.3	28.2
	ROW %	100.0	65.2	34.8	13.0	87.0
30 - UNDER 35		9	5	3	0	9
	COL. %	11.2	10.7	12.5	0.0	12.7
	ROW %	100.0	66.7	33.3	0.0	100.0
35 - UNDER 40		17	14	3	1	16
	COL. %	21.2	25.0	12.5	11.1	22.5
	ROW %	100.0	82.4	17.6	5.9	94.1
40 - UNDER 50		11	7	4	0	11
	COL. %	13.8	12.5	16.7	0.0	15.5
	ROW %	100.0	63.6	76.4	0.0	100.0
50 AND OVER		6	5	0	0	6
	COL. %	7.5	10.7	0.0	0.0	8.5
	ROW %	100.0	100.0	0.0	0.0	100.0

Table 4.20

THE CHINESE UNIVERSITY OF HONG KONG

LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION

PRIVATE AUTO STUDY - THESIS BY

CHOW SHOU SHUN, ALLAN

AGE OF RESPONDENTS	PURPOSE				
	GO SHOP NO	TRAVEL NO	BASEPDRING	RECREA	
	80	14	66	42	38
	100.0	100.0	100.0	100.0	100.0
	100.0	17.5	82.5	52.5	47.5
UNDER 25	14	3	14	8	6
COL. %	17.5	21.4	16.7	19.0	15.8
ROW %	100.0	21.4	78.6	57.1	42.9
25 - UNDER 30	23	2	21	13	10
COL. %	28.7	14.3	31.8	31.0	26.3
ROW %	100.0	8.7	91.3	56.5	43.5
30 - UNDER 35	9	0	9	4	5
COL. %	11.2	0.0	13.6	9.5	13.2
ROW %	100.0	0.0	100.0	44.4	55.6
35 - UNDER 40	17	7	10	9	8
COL. %	21.2	50.0	35.2	21.4	21.1
ROW %	100.0	41.2	58.8	52.9	47.1
40 - UNDER 50	11	2	9	5	6
COL. %	13.8	14.3	13.6	11.9	15.8
ROW %	100.0	18.2	81.8	45.5	54.5
50 AND OVER	6	0	6	3	3
COL. %	7.5	0.0	9.1	7.1	7.9
ROW %	100.0	0.0	100.0	50.0	50.0

Table 4.21

THE CHINESE UNIVERSITY OF HONG KONG
 LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOW SHOU SHUN, ALLAN

 BUY PURPOSE
 OTHERS NO
 BASE

AGE OF
 RESPONDENTS

		80	29	51
		100.0	100.0	100.0
		100.0	36.2	63.7

UNDER 25		14	2	12
	COL. %	17.5	6.9	23.5
	ROW %	100.0	14.3	85.7
25 - UNDER 30		23	0	14
	COL. %	28.7	31.0	27.5
	ROW %	100.0	39.4	60.9
30 - UNDER 35		9	5	4
	COL. %	11.2	17.2	7.6
	ROW %	100.0	55.6	44.4
35 - UNDER 40		17	7	10
	COL. %	21.2	24.1	19.6
	ROW %	100.0	41.2	58.8
40 - UNDER 50		11	4	7
	COL. %	13.8	13.8	13.7
	ROW %	100.0	36.4	63.6
50 AND OVER		6	2	4
	COL. %	7.5	6.9	7.8
	ROW %	100.0	33.3	66.7

Table 4.22

THE CHINESE UNIVERSITY OF HONG KONG
 LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOW SHOU SHUN, ALLAN

PERSONAL MONTHLY INCOME	RANK OF PRICE				RANK OF DOWN PAYMENT				
	VERY	IMP	SOME	NOT	VERY	IMP	SOME	NOT	
	BASE	IMP	IMP	IMP	IMP	IMP	IMP	IMP	
	BASE	IMP	IMP	IMP	IMP	IMP	IMP	IMP	
	80	55	20	4	1	16	22	15	27
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	68.7	25.0	5.0	1.2	20.0	27.5	18.7	33.7
H.K.\$1,000 OR UNDER	6	5	1	0	0	1	2	1	2
COL. %	7.5	9.1	5.0	0.0	0.0	6.2	9.1	6.7	7.4
ROW %	100.0	83.3	16.7	0.0	0.0	16.7	33.3	16.7	33.3
1,001 - 1,500	12	9	2	0	1	1	5	2	4
COL. %	15.0	16.4	10.0	0.0	100.0	6.2	22.7	13.3	14.8
ROW %	100.0	75.0	16.7	0.0	8.3	8.3	41.7	16.7	33.3
1,501 - 2,000	10	9	1	0	0	5	2	2	1
COL. %	12.5	16.4	5.0	0.0	0.0	31.3	9.1	13.3	3.7
ROW %	100.0	90.0	10.0	0.0	0.0	50.0	20.0	20.0	10.0
2,001 - 3,000	15	11	4	0	0	4	4	1	6
COL. %	18.7	20.0	20.0	0.0	0.0	25.0	18.2	6.7	22.2
ROW %	100.0	73.3	26.7	0.0	0.0	26.7	26.7	6.7	40.0
3,001 - 4,000	12	9	3	0	0	2	6	1	3
COL. %	15.0	16.4	15.0	0.0	0.0	12.5	27.3	6.7	11.1
ROW %	100.0	75.0	25.0	0.0	0.0	16.7	50.0	8.3	25.0
4,001 - 5,000	9	6	3	0	0	3	2	1	3
COL. %	11.2	10.9	15.0	0.0	0.0	18.7	9.1	6.7	11.1
ROW %	100.0	66.7	33.3	0.0	0.0	33.3	22.2	11.1	33.3
5,001 - 7,000	10	3	4	3	0	0	1	6	3
COL. %	12.5	5.5	20.0	75.0	0.0	0.0	4.5	46.0	11.1
ROW %	100.0	30.0	40.0	30.0	0.0	0.0	10.0	60.0	30.0
7,001 AND OVER	6	3	2	1	0	0	0	1	5
COL. %	7.5	5.5	10.0	25.0	0.0	0.0	0.0	6.7	18.5
ROW %	100.0	50.0	33.3	16.7	0.0	0.0	0.0	16.7	83.3

Table 4.23

THE CHINESE UNIVERSITY OF HONG KONG
 LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOW SHOU SHUN, ALLAN

PERSONAL MONTHLY
 INCOME

H.K.\$1,000 OR UNDER

COL. %
 ROW %

1,001 - 1,500

COL. %
 ROW %

1,501 - 2,000

COL. %
 ROW %

2,001 - 3,000

COL. %
 ROW %

3,001 - 4,000

COL. %
 ROW %

4,001 - 5,000

COL. %
 ROW %

5,001 - 7,000

COL. %
 ROW %

7,001 AND OVER

COL. %
 ROW %

RANK OF INSTALLMENT					RANK OF TRADE-IN-PRICE			
VERY	IMP	SOME	NOT		VERY	IMP	SOME	NOT
BASEIMP		IMP	IMP	IMP		IMP	IMP	
80	5	13	27	35	7	35	21	17
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	6.2	16.2	33.7	43.7	8.7	43.7	26.2	21.2

4	0	1	3	2	0	1	3	2
7.5	0.0	7.7	11.1	5.7	0.0	2.0	14.3	11.8
100.0	0.0	16.7	50.0	33.3	0.0	16.7	50.0	33.3
12	2	3	2	5	1	4	3	4
15.0	40.0	23.1	7.4	14.3	14.3	11.4	14.3	23.5
100.0	16.7	25.0	16.7	41.7	8.3	33.3	25.0	33.3
10	0	1	5	4	0	4	1	5
12.5	0.0	7.7	18.5	11.4	0.0	11.4	4.8	29.4
100.0	0.0	10.0	50.0	40.0	0.0	40.0	10.0	50.0
15	1	3	4	7	1	7	4	3
18.7	20.0	23.1	14.8	20.0	14.3	20.0	19.0	17.6
100.0	6.7	20.0	26.7	46.7	6.7	46.7	26.7	20.0
12	2	4	3	3	3	4	4	1
15.0	40.0	30.8	11.1	8.6	42.9	11.4	19.0	5.0
100.0	16.7	33.3	25.0	25.0	25.0	33.3	33.3	8.3
9	0	1	4	4	2	3	3	1
11.2	0.0	7.7	14.8	11.4	28.6	8.6	14.3	5.9
100.0	0.0	11.1	44.4	44.4	22.2	33.3	33.3	11.1
10	0	0	4	6	0	7	3	0
12.5	0.0	0.0	14.8	17.1	0.0	20.0	14.3	0.0
100.0	0.0	0.0	40.0	60.0	0.0	70.0	30.0	0.0
4	0	0	2	4	0	5	0	1
7.5	0.0	0.0	7.4	11.4	0.0	14.3	0.0	5.9
100.0	0.0	0.0	33.3	66.7	0.0	83.3	0.0	16.7

Table 4.24

THE CHINESE UNIVERSITY OF HONG KONG
 LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOW SHOU SHUN, ALLAN

PERSONAL MONTHLY
 INCOME

		***** RANK OF SERVICE NETWORK RANK OF PARTS STOCK VERY IMP SOME NOT VERY IMP SOME NOT BASEIMP IMP IMP IMP IMP IMP IMP IMP IMP *****									
		80	18	22	29	11	27	28	13	12	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
		100.0	22.5	27.5	36.2	13.8	33.7	35.0	16.2	15.0	

H.K.\$1,000 OR UNDER		6	2	2	0	2	0	3	1	2	
	COL. %	7.5	11.1	9.1	0.0	18.2	0.0	10.7	7.7	16.7	
	ROW %	100.0	33.3	33.3	0.0	33.3	0.0	50.0	16.7	33.3	
1,001 - 1,500		12	3	2	6	1	4	4	3	1	
	COL. %	15.0	16.7	9.1	20.7	9.1	14.8	14.3	23.1	8.3	
	ROW %	100.0	25.0	16.7	50.0	8.3	33.3	33.3	25.0	8.3	
1,501 - 2,000		10	1	4	2	3	1	6	1	2	
	COL. %	12.5	5.6	18.2	6.9	27.3	3.7	21.4	7.7	16.7	
	ROW %	100.0	10.0	40.0	20.0	30.0	10.0	60.0	10.0	20.0	
2,001 - 3,000		15	3	4	6	2	5	4	1	5	
	COL. %	18.7	16.7	18.2	20.7	18.2	18.5	14.3	7.7	41.7	
	ROW %	100.0	20.0	26.7	40.0	13.3	33.3	26.7	6.7	33.3	
3,001 - 4,000		12	5	4	3	0	9	2	0	1	
	COL. %	15.0	27.8	18.2	10.3	0.0	33.3	7.1	0.0	8.3	
	ROW %	100.0	41.7	33.3	25.0	0.0	75.0	16.7	0.0	8.3	
4,001 - 5,000		9	1	1	6	1	0	4	5	0	
	COL. %	11.2	5.6	6.5	20.7	9.1	0.0	14.3	38.5	0.0	
	ROW %	100.0	11.1	11.1	66.7	11.1	0.0	44.4	55.6	0.0	
5,001 - 7,000		10	0	3	5	2	5	3	1	1	
	COL. %	12.5	0.0	13.6	17.2	18.2	18.5	10.7	7.7	8.3	
	ROW %	100.0	0.0	30.0	50.0	20.0	50.0	30.0	10.0	10.0	
7,001 AND OVER		4	3	2	1	0	3	2	1	0	
	COL. %	7.5	16.7	9.1	3.4	0.0	11.1	7.1	7.7	0.0	
	ROW %	100.0	50.0	33.3	16.7	0.0	50.0	33.3	16.7	0.0	

Table 4.25

THE CHINESE UNIVERSITY OF HONG KONG
 LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOW SHOU SHUN, ALLAN

PERSONAL MONTHLY
 INCOME

H.K.\$1,000 OR UNDER

1,001 - 1,500

1,501 - 2,000

2,001 - 3,000

3,001 - 4,000

4,001 - 5,000

5,001 - 7,000

7,001 AND OVER

RANK OF EXPERT REPAIR					RANK OF REPAIR FACILITY				
VERY	IMP	SOME	NOT	VERY	IMP	SOME	NOT		
BASEIMP	IMP	IMP	IMP	IMP	IMP	IMP	IMP		

30	19	21	24	16	13	19	26	22	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
100.0	21.7	24.2	30.0	20.0	16.2	23.7	32.5	27.5	

6	0	2	2	2	0	1	0	5	
7.5	0.0	9.5	8.3	12.5	0.0	5.3	0.0	22.7	
100.0	0.0	33.3	33.3	33.3	0.0	16.7	0.0	83.3	
12	1	1	6	4	1	3	4	4	
15.0	5.5	4.8	25.0	25.0	7.7	15.8	15.4	18.2	
100.0	8.3	8.3	50.0	33.3	8.3	25.0	33.3	33.3	
10	1	3	3	3	1	2	3	4	
12.5	5.5	14.3	12.5	18.7	7.7	10.5	11.5	18.2	
100.0	10.0	30.0	30.0	30.0	10.0	20.0	30.0	40.0	
15	3	1	7	4	2	3	4	6	
18.7	15.8	4.8	29.2	25.0	15.4	15.8	15.4	27.3	
100.0	20.0	6.7	46.7	26.7	13.3	20.0	26.7	40.0	
12	5	6	0	1	7	1	4	0	
15.0	26.3	28.6	0.0	6.2	53.8	5.3	15.4	0.0	
100.0	41.7	50.0	0.0	8.3	58.3	8.3	33.3	0.0	
9	1	3	3	2	1	3	2	3	
11.2	5.5	14.3	12.5	12.5	7.7	15.8	7.7	13.6	
100.0	11.1	33.3	33.3	22.2	11.1	33.3	22.2	33.3	
10	4	3	3	0	1	5	4	0	
12.5	21.1	14.3	12.5	0.0	7.7	26.3	15.4	0.0	
100.0	40.0	30.0	30.0	0.0	10.0	50.0	40.0	0.0	
6	4	2	0	0	0	1	5	0	
7.5	21.1	9.5	0.0	0.0	0.0	5.3	19.2	0.0	
100.0	66.7	33.3	0.0	0.0	0.0	16.7	83.3	0.0	

Table 4.26

THE CHINESE UNIVERSITY OF HONG KONG

LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION

PRIVATE AUTO STUDY - THESIS BY

CHOW SHOU SHUN, ALLAN

		RANK OF LOCATION					RANK OF STYLE				
		VERY	IMP	SOME	NOT	VERY	IMP	SOME	NOT		
		BASE	IMP	IMP	IMP	IMP	IMP	IMP	IMP		
		30	16	14	19	31	35	28	14	3	
PERSONAL MONTHLY INCOME		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
		100.0	20.0	17.5	23.7	38.8	43.7	35.0	17.5	3.7	
HK\$. \$1,000 OR UNDER		6	1	2	0	3	2	3	1	0	
	COL. %	7.5	6.2	14.3	0.0	9.7	5.7	10.7	7.1	0.0	
	ROW %	100.0	16.7	33.3	0.0	50.0	33.3	50.0	16.7	0.0	
1,001 - 1,500		12	2	3	2	5	4	5	3	0	
	COL. %	15.0	12.5	21.4	10.5	16.1	11.4	17.9	21.4	0.0	
	ROW %	100.0	16.7	25.0	16.7	41.7	33.3	41.7	25.0	0.0	
1,501 - 2,000		10	2	2	2	4	2	6	0	2	
	COL. %	12.5	12.5	14.3	10.5	12.9	5.7	21.4	0.0	66.7	
	ROW %	100.0	20.0	20.0	20.0	40.0	20.0	60.0	0.0	20.0	
2,001 - 3,000		15	1	2	4	8	9	1	5	0	
	COL. %	18.7	6.2	14.3	21.1	25.8	25.7	3.6	35.7	0.0	
	ROW %	100.0	6.7	13.3	26.7	53.3	60.0	6.7	33.3	0.0	
3,001 - 4,000		12	4	2	3	3	7	4	0	1	
	COL. %	15.0	25.0	14.3	15.8	9.7	20.0	14.3	0.0	33.3	
	ROW %	100.0	33.3	16.7	25.0	25.0	58.3	33.3	0.0	8.3	
4,001 - 5,000		9	2	0	4	3	2	3	4	0	
	COL. %	11.2	12.5	0.0	21.1	9.7	5.7	10.7	28.6	0.0	
	ROW %	100.0	22.2	0.0	44.4	33.3	22.2	33.3	44.4	0.0	
5,001 - 7,000		10	4	1	2	3	6	3	1	0	
	COL. %	12.5	25.0	7.1	10.5	9.7	17.1	10.7	7.1	0.0	
	ROW %	100.0	40.0	10.0	20.0	30.0	60.0	30.0	10.0	0.0	
7,001 AND OVER		6	0	2	2	2	3	3	0	0	
	COL. %	7.5	0.0	14.3	10.5	6.5	8.6	10.7	0.0	0.0	
	ROW %	100.0	0.0	33.3	33.3	33.3	50.0	50.0	0.0	0.0	

Table 4.27

THE CHINESE UNIVERSITY OF HONG KONG
 LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOW SHOU SHUN, ALLAN

		RANK OF LOCATION					RANK OF STYLE				
		VERY	IMP	SOME	NOT	VERY	IMP	SOME	NOT		
		BASE	IMP	IMP	IMP	IMP	IMP	IMP	IMP	IMP	IMP
AGE OF RESPONDENTS		NO	16	14	19	3	31	35	28	14	3
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		100.0	20.0	17.5	24.7	38.8	43.7	35.0	17.5	3.7	

UNDER 25		14	1	2	3	8	7	5	2	0	
	COL. %	17.5	0.2	14.3	15.8	25.3	20.0	17.9	14.3	0.0	
	ROW %	100.0	7.1	14.3	21.4	57.1	50.0	35.7	14.3	0.0	
25 - UNDER 30		23	2	8	6	7	12	8	3	0	
	COL. %	28.7	12.5	57.1	31.6	22.6	34.3	28.6	21.4	0.0	
	ROW %	100.0	8.7	34.8	26.1	30.4	52.2	34.8	13.0	0.0	
30 - UNDER 35		9	3	0	4	2	7	2	0	0	
	COL. %	11.2	12.7	0.0	21.1	6.5	20.0	7.1	0.0	0.0	
	ROW %	100.0	33.3	0.0	44.4	22.2	77.8	22.2	0.0	0.0	
35 - UNDER 40		17	9	1	2	5	7	5	4	1	
	COL. %	21.2	56.2	7.1	10.5	16.1	20.0	17.9	28.6	33.3	
	ROW %	100.0	52.9	5.9	11.8	29.4	41.2	29.4	23.5	5.9	
40 - UNDER 45		11	0	3	3	5	1	5	4	1	
	COL. %	13.8	0.0	21.4	15.8	16.1	2.9	17.9	28.6	33.3	
	ROW %	100.0	0.0	27.3	27.3	45.5	9.1	45.5	36.4	9.1	
50 AND OVER		6	1	0	1	4	1	3	1	1	
	COL. %	7.5	6.2	0.0	5.3	12.9	2.9	10.7	7.1	33.3	
	ROW %	100.0	16.7	0.0	16.7	66.7	16.7	50.0	16.7	16.7	

THE CHINESE UNIVERSITY OF HONG KONG
LINGNAM INSTITUTE OF BUSINESS ADMINISTRATION
PRIVATE AUTO STUDY - THESIS BY
CHOW SHOU SHUN, ALLAN

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Table 4.29

THE CHINESE UNIVERSITY OF HONG KONG
 LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY = THESIS BY
 CHOW SHOU SHUN, ALLAN

PERSONAL MONTHLY INCOME	RANK OF COLOUR									
	RANK OF SITTING COMFORT					RANK OF SITTING COMFORT				
	VERY IMP		SOME IMP		NOT IMP		VERY IMP		SOME IMP	
	BASE	IMP	BASE	IMP	BASE	IMP	BASE	IMP	BASE	IMP
	80	17	17	33	13	32	28	16	4	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	21.2	21.2	41.2	16.2	40.0	35.0	20.0	5.0	
	6	2	0	4	0	2	2	2	0	
H.K.\$1,000 OR UNDER	7.5	11.8	0.0	12.1	0.0	6.2	7.1	12.5	0.0	
COL. %	100.0	33.3	0.0	66.7	0.0	33.3	33.3	33.3	0.0	
ROW %	12	1	7	3	1	6	3	1	2	
1,001 - 1,500	15.0	5.9	41.2	9.1	7.7	18.7	10.7	6.2	50.0	
COL. %	100.0	8.3	58.3	25.0	8.3	50.0	25.0	8.3	16.7	
ROW %	10	1	2	5	2	1	6	2	1	
1,501 - 2,000	12.5	5.9	11.8	15.2	15.4	3.1	21.4	12.5	25.0	
COL. %	100.0	10.0	20.0	50.0	20.0	10.0	60.0	20.0	10.0	
ROW %	15	2	2	9	2	3	3	4	0	
2,001 - 3,000	13.7	11.8	11.8	27.3	15.4	9.4	25.6	25.0	0.0	
COL. %	100.0	13.3	13.3	60.0	13.3	20.0	53.3	26.7	0.0	
ROW %	12	6	2	3	1	5	3	3	1	
3,001 - 4,000	15.0	35.3	11.8	9.1	7.7	15.6	10.7	18.7	25.0	
COL. %	100.0	50.0	16.7	25.0	8.3	41.7	25.0	25.0	8.3	
ROW %	9	1	1	2	5	4	3	2	0	
4,001 - 5,000	11.2	5.9	5.9	6.1	38.5	12.5	10.7	12.5	0.0	
COL. %	100.0	11.1	11.1	22.2	55.6	44.4	33.3	22.2	0.0	
ROW %	10	2	2	5	1	6	3	1	0	
5,001 - 7,000	12.5	11.8	11.8	15.2	7.7	13.7	10.7	6.2	0.0	
COL. %	100.0	20.0	20.0	50.0	10.0	60.0	30.0	10.0	0.0	
ROW %	6	2	1	2	1	5	0	1	0	
7,001 AND OVER	7.5	11.8	5.9	6.1	7.7	15.6	30.0	6.2	0.0	
COL. %	100.0	33.3	16.7	33.3	16.7	83.3	0.0	16.7	0.0	
ROW %										

Table 4.30

THE CHINESE UNIVERSITY OF HONG KONG
LINGNAM INSTITUTE OF BUSINESS ADMINISTRATION
PRIVATE AUTO STUDY - THESIS BY
CHOW SHOU SHUN, ALLAN

		RANK OF TRUNK SPACE				RANK OF QUIETNESS				
		VERY	IMP	SOME	NOT	VERY	IMP	SOME	NOT	
		BASE IMP		IMP	IMP	IMP		IMP	IMP	

AGE OF		80	7	19	36	18	25	32	17	6
RESPONDENTS		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		100.0	8.7	23.7	45.0	22.5	31.3	40.0	21.2	7.5

UNDER 25		14	1	2	9	2	4	6	3	1
	COL. %	17.5	14.3	10.5	25.0	11.1	16.0	18.7	17.6	16.7
	ROW %	100.0	7.1	14.3	66.3	14.3	28.6	42.9	21.4	7.1
25 - UNDER 30		23	1	8	12	2	6	11	2	4
	COL. %	28.7	14.3	42.1	33.3	11.1	24.0	34.4	11.8	66.7
	ROW %	100.0	4.3	34.3	52.2	6.7	26.1	47.8	8.7	17.4
30 - UNDER 35		9	0	2	6	1	1	5	3	0
	COL. %	11.2	0.0	10.5	16.7	5.6	4.0	15.6	17.6	0.0
	ROW %	100.0	0.0	22.2	66.7	11.1	11.1	55.6	33.3	0.0
35 - UNDER 40		17	2	4	5	6	7	7	3	0
	COL. %	21.2	28.6	21.1	13.9	33.3	28.0	21.9	17.6	0.0
	ROW %	100.0	13.8	23.5	29.4	35.3	43.2	41.2	17.6	0.0
40 - UNDER 50		11	3	0	2	6	6	3	1	1
	COL. %	13.8	42.9	0.0	5.6	33.3	24.0	9.4	5.9	16.7
	ROW %	100.0	27.3	0.0	18.2	54.5	54.5	27.3	9.1	9.1
50 AND OVER		6	0	3	2	1	1	0	5	0
	COL. %	7.5	0.0	15.8	5.6	5.6	4.0	0.0	29.4	0.0
	ROW %	100.0	0.0	50.0	33.3	16.7	16.7	0.0	83.3	0.0

Table 4.31

THE CHINESE UNIVERSITY OF HONG KONG
 LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOW SHOU SHUN, ALLAN

AGE OF RESPONDENTS	*****									
	RANK OF VENTILATION					RANK OF ROOMINESS				
	VERY	IMP	SOME	NOT	VERY	IMP	SOME	NOT		
	BASE	IMP	IMP	IMP	IMP	IMP	IMP	IMP	IMP	IMP
	80	31	33	12	4	26	39	11	4	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	38.8	41.2	15.0	5.0	32.5	48.7	13.8	5.0	

UNDER 25		14	2	7	3	2	2	8	3	1
	COL. %	17.5	6.5	21.2	25.0	50.0	7.7	20.5	27.3	25.0
	ROW %	100.0	14.3	56.0	21.4	14.3	14.3	57.1	21.4	7.1
25 - UNDER 30		23	7	10	5	1	3	12	5	3
	COL. %	28.7	22.6	30.3	41.7	25.0	11.5	30.8	45.5	75.0
	ROW %	100.0	30.4	43.5	21.7	4.3	13.0	52.2	21.7	13.0
30 - UNDER 35		9	3	6	0	0	5	4	0	0
	COL. %	11.2	9.7	18.2	0.0	0.0	19.2	10.3	0.0	0.0
	ROW %	100.0	33.3	66.7	0.0	0.0	55.6	44.4	0.0	0.0
35 - UNDER 40		17	11	5	1	0	8	9	0	0
	COL. %	21.2	35.5	15.2	8.3	0.0	30.8	23.1	0.0	0.0
	ROW %	100.0	64.7	29.4	5.9	0.0	47.1	52.9	0.0	0.0
40 - UNDER 50		11	5	3	3	0	3	5	3	0
	COL. %	13.8	16.1	9.1	25.0	0.0	11.5	12.8	27.3	0.0
	ROW %	100.0	45.5	27.3	27.3	0.0	27.3	45.5	27.3	0.0
50 AND OVER		6	3	2	0	1	5	1	0	0
	COL. %	7.5	9.7	6.1	0.0	25.0	19.2	2.6	0.0	0.0
	ROW %	100.0	50.0	33.3	0.0	16.7	83.3	16.7	0.0	0.0

Table 4.32

THE CHINESE UNIVERSITY OF HONG KONG
 LING AN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOW SHOU SHUN, ALIAN

AGE OF RESPONDENTS		RANK OF ACCELERATION					RANK OF MAXIMUM SPEED				
		VERY	IMP	SOME	NOT		VERY	IMP	SOME	NOT	
		IMP	IMP	IMP	IMP		IMP	IMP	IMP	IMP	
		BASEFIND									
		20	29	26	20	5	13	16	30	21	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
		100.0	36.2	32.5	25.0	6.2	16.2	20.0	37.5	26.2	

UNDER 25		14	7	6	1	0	2	4	6	2	
	COL. %	17.5	24.1	23.1	5.0	0.0	15.4	25.0	20.0	9.5	
	ROW %	100.0	50.0	42.9	7.1	0.0	14.3	28.6	42.9	14.3	
25 - UNDER 30		23	13	5	5	0	7	7	4	5	
	COL. %	28.7	44.8	19.2	25.0	0.0	53.8	43.7	13.3	23.8	
	ROW %	100.0	56.5	21.7	21.7	0.0	30.4	30.4	17.4	21.7	
30 - UNDER 35		9	2	4	2	1	2	1	4	2	
	COL. %	11.2	6.0	15.4	10.0	20.0	15.4	6.2	13.3	9.5	
	ROW %	100.0	22.2	44.4	22.2	11.1	22.2	11.1	44.4	22.2	
35 - UNDER 40		17	5	6	5	1	1	3	8	5	
	COL. %	21.2	17.2	23.1	25.0	20.0	7.7	18.7	26.7	23.8	
	ROW %	100.0	29.4	35.3	29.4	5.9	5.9	17.6	47.1	29.4	
40 - UNDER 50		11	2	3	5	1	1	0	5	5	
	COL. %	13.8	6.0	11.5	25.0	20.0	7.7	0.0	16.7	23.8	
	ROW %	100.0	13.2	27.3	45.5	9.1	9.1	0.0	45.5	45.5	
50 AND OVER		6	0	2	2	2	0	1	3	2	
	COL. %	7.5	0.0	7.7	10.0	40.0	0.0	6.2	10.0	9.5	
	ROW %	100.0	0.0	33.3	33.3	33.3	0.0	16.7	50.0	33.3	

Table 4.33

THE CHINESE UNIVERSITY OF HONG KONG
 LINGNAM INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOW SHOU SHUN, ALLAN

		RANK OF HANDLING EASE				RANK OF STABILITY				
		VERY	IMP	SOME	NOT	VERY	IMP	SOME	NOT	
		BASE	IMP	IMP	IMP	IMP			IMP	
AGE OF RESPONDENTS		80	44	26	8	2	45	25	6	4
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		100.0	55.0	32.5	10.0	2.5	56.2	31.3	7.5	5.0
UNDER 25		14	7	3	3	1	6	6	0	2
COL. %		17.5	15.9	11.5	37.5	50.0	13.3	24.0	0.0	50.0
ROW %		100.0	50.0	21.4	21.4	7.1	42.9	42.9	0.0	14.3
25 - UNDER 30		23	14	7	2	0	12	9	1	1
COL. %		28.7	31.8	25.9	25.0	0.0	26.7	36.0	16.7	25.0
ROW %		100.0	60.9	30.4	9.7	0.0	52.2	39.1	4.3	4.3
30 - UNDER 35		0	6	2	0	1	5	2	2	0
COL. %		11.2	13.6	7.7	0.0	50.0	11.1	8.0	33.3	0.0
ROW %		100.0	66.7	22.2	0.0	11.1	55.6	22.2	22.2	0.0
35 - UNDER 40		17	11	6	0	0	13	3	1	0
COL. %		21.2	25.0	23.1	0.0	0.0	28.9	12.0	16.7	0.0
ROW %		100.0	64.7	35.3	0.0	0.0	76.5	17.6	5.9	0.0
40 - UNDER 50		11	5	5	1	0	8	2	0	1
COL. %		13.8	11.4	10.2	12.5	0.0	17.8	8.0	0.0	25.0
ROW %		100.0	45.5	45.5	9.1	0.0	72.7	18.2	0.0	9.1
50 AND OVER		6	1	3	2	0	1	3	2	0
COL. %		7.5	2.3	11.5	25.0	0.0	2.2	12.0	33.3	0.0
ROW %		100.0	16.7	50.0	33.3	0.0	16.7	50.0	33.3	0.0

Table 4.34

THE CHINESE UNIVERSITY OF HONG KONG
 LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOW SHOU SHUN, ALIAN

		RANK OF BRAKING					RANK OF VISIBILITY				
		VERY	IMP	SOME	NOT		VERY	IMP	SOME	NOT	
		BASE	IMP	IMP	IMP	IMP	IMP	IMP	IMP	IMP	IMP
AGE OF RESPONDENTS		80	65	13	2	0	37	34	7	2	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
		100.0	81.2	16.2	2.5	0.0	46.3	42.5	8.7	2.5	
UNDER 25		14	11	3	0	0	3	6	4	1	
	COL. %	17.5	16.9	23.1	0.0	0.0	8.1	17.6	57.1	50.0	
	ROW %	100.0	78.6	21.4	0.0	0.0	21.4	42.9	28.6	7.1	
25 - UNDER 30		23	19	4	0	0	15	6	1	1	
	COL. %	28.7	29.2	30.8	0.0	0.0	40.5	17.6	14.3	50.0	
	ROW %	100.0	82.6	17.4	0.0	0.0	65.2	26.1	4.3	4.3	
30 - UNDER 35		9	7	1	1	0	5	4	0	0	
	COL. %	11.2	10.8	7.7	50.0	0.0	13.5	11.8	0.0	0.0	
	ROW %	100.0	77.8	11.1	17.1	0.0	55.6	44.4	0.0	0.0	
35 - UNDER 40		17	14	2	1	0	7	9	1	0	
	COL. %	21.2	21.5	15.4	50.0	0.0	18.9	26.5	14.3	0.0	
	ROW %	100.0	82.4	11.8	5.9	0.0	41.2	52.9	5.9	0.0	
40 - UNDER 50		11	10	1	0	0	4	6	1	0	
	COL. %	13.8	15.4	7.7	0.0	0.0	10.8	17.6	14.3	0.0	
	ROW %	100.0	90.9	9.1	0.0	0.0	36.4	54.5	9.1	0.0	
50 AND OVER		6	4	2	0	0	3	3	0	0	
	COL. %	7.5	6.2	15.4	0.0	0.0	8.1	8.8	0.0	0.0	
	ROW %	100.0	66.7	33.3	0.0	0.0	50.0	50.0	0.0	0.0	

Table 4.35

THE CHINESE UNIVERSITY OF HONG KONG
 LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOW SHUN SHUN, ALLAN

PERSONAL MONTHLY INCOME	*****									
	RANK OF DURABILITY					RANK OF GAS CONSUMPTION				
	VERY	IMP	SOME	NOT	VERY	IMP	SOME	NOT	VERY	IMP
	BASED ON	IMP	IMP	IMP	IMP	IMP	IMP	IMP	IMP	IMP
	80	51	33	14	2	42	28	9	1	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	38.8	41.2	17.5	2.5	52.5	35.0	11.2	1.2	

H.K.\$1,000 OR UNDER	6	2	4	0	0	4	2	0	0	
COL. %	7.5	6.5	12.1	0.0	0.0	9.5	7.1	0.0	0.0	
ROW %	100.0	33.3	66.7	0.0	0.0	66.7	33.3	0.0	0.0	
1,001 - 1,500	12	8	2	2	0	8	3	1	0	
COL. %	15.0	25.8	6.1	14.3	0.0	19.0	10.7	11.1	0.0	
ROW %	100.0	66.7	16.7	16.7	0.0	66.7	25.0	8.3	0.0	
1,501 - 2,000	10	5	5	0	0	8	2	0	0	
COL. %	12.5	16.1	15.2	0.0	0.0	19.0	7.1	0.0	0.0	
ROW %	100.0	50.0	50.0	0.0	0.0	80.0	20.0	0.0	0.0	
2,001 - 3,000	15	5	4	5	1	8	6	1	0	
COL. %	18.7	16.1	12.1	35.7	50.0	19.0	21.4	11.1	0.0	
ROW %	100.0	33.3	26.7	33.3	6.7	53.3	40.0	6.7	0.0	
3,001 - 4,000	12	3	6	3	0	8	3	1	0	
COL. %	15.0	9.7	18.2	21.4	0.0	19.0	10.7	11.1	0.0	
ROW %	100.0	25.0	50.0	25.0	0.0	66.7	25.0	8.3	0.0	
4,001 - 5,000	0	1	6	2	0	3	4	2	0	
COL. %	11.2	3.2	18.2	14.3	0.0	7.1	14.3	22.2	0.0	
ROW %	100.0	11.1	66.7	22.2	0.0	33.3	44.4	22.2	0.0	
5,001 - 7,000	10	5	4	1	0	3	5	2	0	
COL. %	12.5	16.1	12.1	7.1	0.0	7.1	17.9	22.2	0.0	
ROW %	100.0	50.0	40.0	10.0	0.0	30.0	50.0	20.0	0.0	
7,001 AND OVER	6	2	2	1	1	0	3	2	1	
COL. %	7.5	6.5	6.1	7.1	50.0	0.0	10.7	22.2	100.0	
ROW %	100.0	33.3	33.3	16.7	16.7	0.0	50.0	33.3	16.7	

Table 4.36

THE CHINESE UNIVERSITY OF HONG KONG
 LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOW SHOU SHUN, ALLAN

PERSONAL MONTHLY
 INCOME

		***** RANK OF FUTURE TRADE-IN RANK OF COST OF REPAIRS VERY IMP SOME NOT VERY IMP SOME NOT BASEIMP IMP IMP IMP IMP IMP IMP IMP IMP *****									
		80	6	34	34	6	31	23	23	3	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
		100.0	7.5	42.5	42.5	7.5	38.8	28.7	28.7	3.7	

H.K.\$1,000 OR UNDER		6	0	1	5	0	1	4	1	0	
	COL. %	7.5	0.0	2.9	14.7	0.0	3.2	17.4	4.3	0.0	
	ROW %	100.0	0.0	16.7	83.3	0.0	16.7	66.7	16.7	0.0	
1,001 - 1,500		12	1	4	6	1	6	3	3	0	
	COL. %	15.0	16.7	11.8	17.6	16.7	19.4	13.0	13.0	0.0	
	ROW %	100.0	8.3	33.3	50.0	8.3	50.0	25.0	25.0	0.0	
1,501 - 2,000		10	2	5	2	1	5	3	2	0	
	COL. %	12.5	33.3	14.7	5.9	16.7	16.1	13.0	8.7	0.0	
	ROW %	100.0	20.0	50.0	20.0	10.0	50.0	30.0	20.0	0.0	
2,001 - 3,000		15	1	5	8	1	7	3	4	1	
	COL. %	18.7	16.7	14.7	23.5	16.7	22.6	13.0	17.4	33.3	
	ROW %	100.0	6.7	33.3	53.3	6.7	46.7	20.0	26.7	6.7	
3,001 - 4,000		12	2	7	3	0	6	3	3	0	
	COL. %	15.0	33.3	20.6	8.8	0.0	19.4	13.0	13.0	0.0	
	ROW %	100.0	16.7	58.3	25.0	0.0	50.0	25.0	25.0	0.0	
4,001 - 5,000		9	0	5	3	1	2	2	4	1	
	COL. %	11.2	0.0	14.7	8.8	16.7	6.5	8.7	17.4	33.3	
	ROW %	100.0	0.0	55.6	33.3	11.1	22.2	22.2	44.4	11.1	
5,001 - 7,000		10	0	4	5	1	2	4	3	1	
	COL. %	12.5	0.0	11.8	14.7	16.7	6.5	17.4	13.0	33.3	
	ROW %	100.0	0.0	40.0	50.0	10.0	20.0	40.0	30.0	10.0	
7,001 AND OVER		6	0	3	2	1	2	1	3	0	
	COL. %	7.5	0.0	8.8	5.9	16.7	6.5	4.3	13.0	0.0	
	ROW %	100.0	0.0	50.0	33.3	16.7	33.3	16.7	50.0	0.0	

Table 4.37

THE CHINESE UNIVERSITY OF HONG KONG
 LINGMAN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOM SPOH SHUN, ALLAN

PERSONAL MONTHLY INCOME	***** RANK OF BREAKDOWN VERY IMP SOME NOT BASEIMP IMP IMP *****				
	80	48	20	11	1
	100.0	100.0	100.0	100.0	100.0
	100.0	60.0	25.0	13.8	1.2

H.K.\$1,000 OR UNDER	6	4	1	1	0
COL. %	7.5	8.3	5.0	9.1	0.0
ROW %	100.0	66.7	16.7	16.7	0.0
1,001 - 1,500	12	6	5	1	0
COL. %	15.0	12.5	25.0	9.1	0.0
ROW %	100.0	50.0	41.7	8.3	0.0
1,501 - 2,000	10	7	2	1	0
COL. %	12.5	14.6	10.0	9.1	0.0
ROW %	100.0	70.0	20.0	10.0	0.0
2,001 - 3,000	15	9	3	2	1
COL. %	18.7	18.7	15.0	18.2	100.0
ROW %	100.0	60.0	20.0	13.3	6.7
3,001 - 4,000	12	9	2	1	0
COL. %	15.0	18.7	10.0	9.1	0.0
ROW %	100.0	75.0	16.7	8.3	0.0
4,001 - 5,000	9	5	3	1	0
COL. %	11.2	10.4	15.0	9.1	0.0
ROW %	100.0	55.6	33.3	11.1	0.0
5,001 - 7,000	10	4	3	3	0
COL. %	12.5	8.3	15.0	27.3	0.0
ROW %	100.0	40.0	30.0	30.0	0.0
7,001 AND OVER	6	4	1	1	0
COL. %	7.5	8.3	5.0	9.1	0.0
ROW %	100.0	66.7	16.7	16.7	0.0

Table 4.38

THE CHINESE UNIVERSITY OF HONG KONG
 LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOW SHOU SHUN, ALLAN

PERSONAL MONTHLY
 INCOME

RANK OF STYLE & DESIGN					RANK OF PERFORMANCE				
MOST SEC	THIRD	FOUR			MOST SEC	THIRD	FOUR		
BASE IMP	IMP	IMP	IMP	IMP	IMP	IMP	IMP	IMP	IMP

80	29	31	13	7	52	22	5	1	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	36.2	38.8	16.2	8.7	65.0	27.5	6.2	1.2	

H, K. \$1,000 OR UNDER	6	2	3	1	0	5	1	0	0
COL. %	7.5	6.9	9.7	7.7	0.0	9.6	4.5	0.0	0.0
ROW %	100.0	33.3	50.0	16.7	0.0	83.3	16.7	0.0	0.0
1,001 - 1,500	12	2	6	3	1	10	1	0	1
COL. %	15.0	6.9	19.4	23.1	14.3	19.2	4.5	0.0	100.0
ROW %	100.0	16.7	50.0	25.0	8.3	63.3	8.3	0.0	8.3
1,501 - 2,000	10	1	5	3	1	5	5	0	0
COL. %	12.5	3.4	16.1	23.1	14.3	9.6	22.7	0.0	0.0
ROW %	100.0	10.0	50.0	30.0	10.0	50.0	50.0	0.0	0.0
2,001 - 3,000	15	7	4	2	2	8	6	1	0
COL. %	18.7	24.1	12.9	15.4	28.6	15.4	27.3	20.0	0.0
ROW %	100.0	46.7	26.7	13.3	13.3	53.3	40.0	6.7	0.0
3,001 - 4,000	12	6	5	1	0	10	0	2	0
COL. %	15.0	20.7	16.1	7.7	0.0	19.2	0.0	40.0	0.0
ROW %	100.0	50.0	41.7	8.3	0.0	83.3	0.0	16.7	0.0
4,001 - 5,000	9	2	4	2	1	3	4	2	0
COL. %	11.2	6.9	12.9	15.4	14.3	5.8	18.2	40.0	0.0
ROW %	100.0	22.2	44.4	22.2	11.1	33.3	44.4	22.2	0.0
5,001 - 7,000	10	6	2	0	2	6	4	0	0
COL. %	12.5	20.7	6.5	0.0	28.6	11.5	18.2	0.0	0.0
ROW %	100.0	60.0	20.0	0.0	20.0	60.0	40.0	0.0	0.0
7,001 AND OVER	6	5	2	1	0	5	1	0	0
COL. %	7.5	10.5	6.5	7.7	0.0	9.6	4.5	0.0	0.0
ROW %	100.0	50.0	33.3	16.7	0.0	83.3	16.7	0.0	0.0

Table 4.39

THE CHINESE UNIVERSITY OF HONG KONG
 LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOW SHOU SHUN, ALLAN

PERSONAL MONTHLY INCOME	RANK OF COMFORT				RANK OF ECONOMY			
	MOST	SEC	THIRD	FOUR	MOST	SEC	THIRD	FOUR
	BASE	IMP	IMP	IMP	IMP	IMP	IMP	IMP
	80	50	28	12	10	37	24	16
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	37.5	35.0	15.0	12.5	46.3	30.0	20.0
								3.7
H.K.\$1,000 OR UNDER	6	2	3	1	0	6	0	0
COL. %	7.5	6.7	10.7	8.3	0.0	16.2	0.0	0.0
ROW %	100.0	33.3	50.0	16.7	0.0	100.0	0.0	0.0
1,001 - 1,500	12	5	4	2	1	6	2	3
COL. %	15.0	16.7	14.3	16.7	10.0	16.2	8.3	18.7
ROW %	100.0	41.7	33.3	16.7	8.3	50.0	16.7	25.0
1,501 - 2,000	10	2	4	2	2	8	1	1
COL. %	12.5	6.7	14.3	16.7	20.0	21.6	4.2	6.2
ROW %	100.0	20.0	40.0	20.0	20.0	80.0	10.0	10.0
2,001 - 3,000	15	2	6	3	4	9	4	1
COL. %	18.7	6.7	21.4	25.0	40.0	24.3	16.7	6.2
ROW %	100.0	13.3	40.0	20.0	26.7	60.0	26.7	6.7
3,001 - 4,000	12	1	6	2	3	3	7	1
COL. %	15.0	3.3	21.4	16.7	30.0	8.1	29.2	6.2
ROW %	100.0	8.3	50.0	16.7	25.0	25.0	58.3	8.3
4,001 - 5,000	9	6	3	0	0	4	3	2
COL. %	11.2	20.0	10.7	0.0	0.0	10.8	12.5	12.5
ROW %	100.0	66.7	33.3	0.0	0.0	44.4	33.3	22.2
5,001 - 7,000	10	7	2	1	0	1	5	4
COL. %	12.5	23.3	7.1	8.3	0.0	2.7	20.8	25.0
ROW %	100.0	70.0	20.0	10.0	0.0	10.0	50.0	40.0
7,001 AND OVER	6	5	0	1	0	0	2	4
COL. %	7.5	16.7	0.0	8.3	0.0	0.0	8.3	25.0
ROW %	100.0	83.3	0.0	16.7	0.0	0.0	33.3	66.7

Table 4.40

THE CHINESE UNIVERSITY OF HONG KONG
 LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOW SHUN SHUN, ALLAN

PERSONAL MONTHLY INCOME	RANK OF PURCHASE CONDIT				RANK OF DEALER SERVICE					
	MOST	SEC	THIRD	FOUR	MOST	SEC	THIRD	FOUR		
	BASEIMP	IMP	IMP	IMP	IMP	IMP	IMP	IMP		
	*****	*****	*****	*****	*****	*****	*****	*****	*****	
	80	15	36	23	6	4	46	22	8	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	100.0	18.7	45.0	28.7	7.5	5.0	57.5	27.5	10.0	

H.K.\$1,000 OR UNDER	6	1	3	1	1	0	6	0	0	
COL. %	7.5	6.7	8.3	4.3	16.7	0.0	13.0	0.0	0.0	
ROW %	100.0	16.7	50.0	16.7	16.7	0.0	100.0	0.0	0.0	
1,001 - 1,500	12	2	7	3	0	1	4	7	0	
COL. %	15.0	13.3	19.4	13.0	0.0	25.0	8.7	31.8	0.0	
ROW %	100.0	16.7	58.3	25.0	0.0	8.3	33.3	58.3	0.0	
1,501 - 2,000	10	4	5	1	0	0	6	3	1	
COL. %	12.5	26.7	13.9	4.3	0.0	0.0	13.0	17.6	12.5	
ROW %	100.0	40.0	50.0	10.0	0.0	0.0	60.0	30.0	10.0	
2,001 - 3,000	15	2	7	4	2	0	11	2	2	
COL. %	18.7	13.3	19.4	17.4	33.3	0.0	23.9	9.1	25.0	
ROW %	100.0	13.3	46.7	26.7	13.3	0.0	73.3	13.3	13.3	
3,001 - 4,000	12	1	8	3	0	2	5	2	3	
COL. %	15.0	6.7	22.2	13.0	0.0	50.0	10.9	9.1	37.5	
ROW %	100.0	8.3	66.7	25.0	0.0	16.7	41.7	16.7	25.0	
4,001 - 5,000	9	4	2	3	0	0	4	5	0	
COL. %	11.2	26.7	5.6	13.0	0.0	0.0	8.7	22.7	0.0	
ROW %	100.0	44.4	22.2	33.3	0.0	0.0	44.4	55.6	0.0	
5,001 - 7,000	10	1	4	4	1	1	6	2	1	
COL. %	12.5	6.7	11.1	17.4	16.7	25.0	13.0	9.1	12.5	
ROW %	100.0	10.0	40.0	40.0	10.0	10.0	60.0	20.0	10.0	
7,001 AND OVER	6	0	0	4	2	0	4	1	1	
COL. %	7.5	0.0	0.0	17.4	33.3	0.0	8.7	4.5	12.5	
ROW %	100.0	0.0	0.0	66.7	33.3	0.0	66.7	16.7	16.7	

Table 4.41

THE CHINESE UNIVERSITY OF HONG KONG
 LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
 PRIVATE AUTO STUDY - THESIS BY
 CHOW SHOU SHUN, ALLAN

PERSONAL MONTHLY INCOME	*****RANK OF CHARACTERISTICS*****				
	MOST SEC THIRD FOUR				
	BASE IMP IMP IMP IMP				
	80	56	14	7	3
	100.0	100.0	100.0	100.0	100.0
	100.0	70.0	17.5	8.7	3.7

H.K.\$1,000 OR UNDER	6	4	2	0	0
COL. %	7.5	7.1	14.3	0.0	0.0
ROW %	100.0	66.7	33.3	0.0	0.0
1,001 - 1,500	12	10	1	1	0
COL. %	15.0	17.9	7.1	14.3	0.0
ROW %	100.0	83.3	8.3	8.3	0.0
1,501 - 2,000	10	6	2	1	1
COL. %	12.5	10.7	14.3	14.3	33.3
ROW %	100.0	60.0	20.0	10.0	10.0
2,001 - 3,000	15	11	1	2	1
COL. %	18.7	19.6	7.1	28.6	33.3
ROW %	100.0	73.3	6.7	13.3	6.7
3,001 - 4,000	12	7	3	2	0
COL. %	15.0	12.5	21.4	28.6	0.0
ROW %	100.0	58.3	25.0	16.7	0.0
4,001 - 5,000	9	3	4	1	1
COL. %	11.2	5.4	28.6	14.3	33.3
ROW %	100.0	33.3	44.4	11.1	11.1
5,001 - 7,000	10	10	0	0	0
COL. %	12.5	17.9	0.0	0.0	0.0
ROW %	100.0	100.0	0.0	0.0	0.0
7,001 AND OVER	5	5	1	0	0
COL. %	7.5	8.9	7.1	0.0	0.0
ROW %	100.0	83.3	16.7	0.0	0.0

THE CHINESE UNIVERSITY OF HONG KONG
LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
PRIVATE AUTO STUDY - THESIS BY
CHOW SHOU SHUN, ALLAN

Table: 4.42

MAKE OF THE CAR PREVIOUSLY OWNED	MAKE OF THE PRESENT CAR																
	ALFA	AUDI	B.M.W.	FIAT	FORD	HONDA	JAGUAR	REIZ	AUSTIN	ROLLS ROYCE	TOYOTA	VOLVO	V.W.	OTHERS	NO ANSWER		
	80	3	5	6	12	9	2	2	10	3	2	8	4	7	7		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
	100.0	3.7	0.2	7.5	15.0	11.2	2.5	7.5	12.5	5.7	2.5	10.0	5.0	8.7	8.7		
ALFA ROMEO	COL. %	2.5	2	0	0	0	0	0	0	0	0	0	0	0	0		
	ROW %	100.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
AUDI	COL. %	4	0	3	0	0	0	0	1	0	0	0	0	0	0		
	ROW %	100.0	0.0	75.0	0.0	0.0	0.0	0.0	25.0	0.0	0.0	0.0	0.0	0.0	0.0		
B.M.W.	COL. %	3	0	0	2	0	0	0	0	0	0	0	1	0	0		
	ROW %	100.0	0.0	0.0	66.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	33.3	0.0	0.0		
FIAT	COL. %	6	0	0	1	4	0	0	0	0	0	0	0	1	0		
	ROW %	100.0	0.0	0.0	16.7	66.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3	0.0		
FORD	COL. %	6	1	0	0	3	0	0	0	1	0	0	1	0	0		
	ROW %	100.0	33.3	0.0	0.0	50.0	0.0	0.0	0.0	16.7	0.0	0.0	16.7	0.0	0.0		
HONDA	COL. %	2	0	0	0	1	0	0	0	0	0	0	0	0	14.3		
	ROW %	100.0	0.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0		
JAGUAR	COL. %	1	0	0	0	0	0	0	0	0	0	0	0	0	0		
	ROW %	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
REIZ	COL. %	7	0	0	0	0	0	0	0	1	1	0	0	0	14.3		
	ROW %	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3	42.9	0.0	14.3	0.0	0.0		
AUSTIN	COL. %	4	0	0	0	1	0	0	0	0	0	0	25.0	0.0	14.3		
	ROW %	100.0	0.0	0.0	0.0	25.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	0.0	25.0		
ROLLS-ROYCE	COL. %	1	0	0	0	0	0	0	0	0	0	0	0	0	0		
	ROW %	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
TOYOTA	COL. %	5	0	0	0	0	1	0	0	0	0	0	1	0	14.3		
	ROW %	100.0	0.0	0.0	0.0	0.0	20.0	0.0	0.0	0.0	0.0	0.0	20.0	0.0	20.0		
VOLVO	COL. %	3	0	0	0	0	0	0	0	0	0	0	0	0	0		
	ROW %	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
V.W.	COL. %	7	0	1	1	2	0	0	0	0	0	0	0	0	0		
	ROW %	100.0	0.0	20.0	16.7	28.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
OTHERS	COL. %	7	0	0	1	0	2	0	0	0	0	0	0	0	0		
	ROW %	100.0	0.0	0.0	14.3	0.0	28.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
NO ANSWER	COL. %	22	0	1	1	4	1	0	0	0	0	0	0	0	0		
	ROW %	100.0	0.0	20.0	16.7	33.3	11.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		

Table 4.43

THE CHINESE UNIVERSITY OF HONG KONG
LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION
PRIVATE AUTO STUDY - THESIS BY
CHOW SHOU SHUN, ALLAN

THE MOST LIKELY BOUGHT MAKE	MAKE OF THE PRESENT CAR														
	ALFA	AUDI	B.M.W.	FIAT	FORD	HONDA	JAGUAR	BENZ	AUSTIN	ROLLS ROYCE	TOYOTA	VOLVO	V.W.	OTHERS	
	BASE PROMPT	3	5	6	12	9	2	2	10	3	2	8	4	7	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	100.0	8.7	6.2	7.5	15.0	11.2	2.5	2.5	12.5	5.7	2.5	10.0	5.0	8.7	

ALFA ROMEO	COL. %	1	0	0	0	0	0	0	0	0	0	0	0	0	1
	ROW %	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3
AUDI	COL. %	2	0	1	0	1	0	0	0	0	0	0	0	0	0
	ROW %	2.5	0.0	20.0	0.0	8.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B.M.W.	COL. %	4	1	0	1	2	1	0	0	0	0	0	0	0	0
	ROW %	7.5	33.3	0.0	16.7	16.7	11.1	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0
FIAT	COL. %	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	ROW %	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FORD	COL. %	2	0	0	0	0	2	0	0	0	0	0	0	0	0
	ROW %	2.5	0.0	0.0	0.0	0.0	22.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
HONDA	COL. %	1	0	0	0	0	0	0	0	0	0	1	0	0	0
	ROW %	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	0.0	0.0	0.0
JAGUAR	COL. %	1	0	0	0	0	0	0	0	0	0	0	0	0	1
	ROW %	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3
BENZ	COL. %	5	0	0	1	0	0	0	0	2	0	1	1	0	0
	ROW %	6.2	0.0	0.0	16.7	0.0	0.0	0.0	0.0	20.0	0.0	50.0	12.5	0.0	0.0
AUSTIN	COL. %	2	0	0	0	0	0	0	0	0	2	0	0	0	0
	ROW %	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.7	0.0	0.0	0.0	0.0
ROLLS-ROYCE	COL. %	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	ROW %	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOYOTA	COL. %	2	0	0	1	0	0	0	0	0	0	1	0	0	0
	ROW %	2.5	0.0	0.0	16.7	0.0	0.0	0.0	0.0	0.0	0.0	12.5	0.0	0.0	0.0
VOLVO	COL. %	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	ROW %	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
V.W.	COL. %	1	0	0	0	0	0	0	0	0	0	1	0	0	0
	ROW %	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	0.0	0.0	0.0
OTHERS	COL. %	5	0	0	0	0	0	0	0	0	0	0	0	0	0
	ROW %	6.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
NO ANSWER	COL. %	2	4	5	5	5	5	5	5	5	5	5	5	5	5
	ROW %	2.5	7.4	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0

Table 4.44

THE CHINESE UNIVERSITY OF HONG KONG

LINGNAM INSTITUTE OF BUSINESS ADMINISTRATION

PRIVATE AUTO STUDY - THESIS BY

CHOW SHOU SHUN, ALLAN

THE MAKE SUPPOSED TO BE BOUGHT	MAKE OF THE PRESENT CAR														
	ALFA AUDI B.M.W. FIAT FORD HONDA JAGUAR BENZ AUSTIN ROLLS TOYO- VOLVO V.W. OTHERS														
	BASE ROMEU ROYCE T.A.														
	80	3	5	6	12	9	2	2	10	3	7	8	4	7	7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	3.7	6.2	7.5	15.0	11.2	2.5	2.5	12.5	3.7	2.4	10.0	5.0	8.7	5.7
ALFA ROMEO	COL. Y	2	2	0	0	0	0	0	0	0	0	0	0	0	0
	ROW X	2.5	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AUDI	COL. Y	3	0	1	0	0	1	0	0	1	0	0	0	0	0
	ROW X	3.7	0.0	20.0	0.0	0.0	11.1	0.0	0.0	10.0	0.0	0.0	0.0	0.0	0.0
B.M.W.	COL. Y	5	0	0	2	0	1	0	0	1	0	0	0	0	1
	ROW X	6.2	0.0	0.0	33.3	0.0	11.1	0.0	0.0	10.0	0.0	0.0	0.0	0.0	14.3
FIAT	COL. Y	11	0	0	1	7	0	0	0	0	0	0	1	1	1
	ROW X	13.8	0.0	0.0	16.7	58.3	0.0	0.0	0.0	0.0	0.0	0.0	25.0	14.3	14.3
FORD	COL. Y	4	0	0	0	1	3	0	0	0	0	0	0	0	0
	ROW X	5.0	0.0	0.0	0.0	8.3	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
HONDA	COL. Y	1	0	0	0	0	0	1	0	0	0	0	0	0	0
	ROW X	1.2	0.0	0.0	0.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JAGUAR	COL. Y	2	0	1	0	0	0	0	1	0	0	0	0	0	0
	ROW X	2.5	0.0	20.0	0.0	0.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0
BENZ	COL. Y	4	0	0	0	0	0	0	4	0	0	0	0	0	0
	ROW X	5.0	0.0	0.0	0.0	0.0	0.0	0.0	40.0	0.0	0.0	0.0	0.0	0.0	0.0
AUSTIN	COL. Y	1	0	0	0	0	1	0	0	0	0	0	0	0	0
	ROW X	1.2	0.0	0.0	0.0	0.0	11.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ROLLS-ROYCE	COL. Y	1	0	0	0	0	0	0	0	0	0	0	0	0	1
	ROW X	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3
TOYOTA	COL. Y	8	0	0	0	1	1	0	0	1	0	0	3	0	1
	ROW X	10.0	0.0	0.0	0.0	8.3	11.1	0.0	0.0	10.0	0.0	0.0	37.5	0.0	14.3
VOLVO	COL. Y	3	0	0	0	0	0	0	0	0	0	0	0	0	0
	ROW X	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
V.W.	COL. Y	7	0	1	0	0	0	1	0	0	0	1	0	4	0
	ROW X	8.7	0.0	20.0	0.0	0.0	0.0	50.0	0.0	0.0	0.0	12.5	0.0	57.1	0.0
OTHERS	COL. Y	3	0	1	0	0	0	0	0	1	0	0	0	1	0
	ROW X	3.7	0.0	20.0	0.0	0.0	0.0	0.0	0.0	10.0	0.0	0.0	0.0	14.3	0.0
NO ANSWER	COL. Y	25	1	1	3	3	2	0	1	2	3	2	4	1	2
	ROW X	31.3	33.3	20.0	50.0	25.0	22.2	0.0	50.0	20.0	100.0	100.0	50.0	25.0	28.6

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香港消費者購買私家車之選擇及動機研究

周守信

一、

消費者行為的心理基礎可大略分為四項：感覺、學習、動機及個性。

自世界第二次大戰後，消費者行為之研究對商業經營日益重要，究其原因，不外下列數點：

- (一) 尋找新的市場機會；
- (二) 探究如何劃割市場；
- (三) 改進現有市場活動；

(四) 改進零售的表現。

本研究之背景可分為二。其一為香港政府對私家車擁有之壓抑及財經上之限制。其二為一九七三年之能源危機及日漸上升之汽油價。

本研究之目的為：

(一) 鑑定及分析現有消費者對私家車之購買選擇；

(二) 顯露消費者對私家車購買動機及私家車之不同含意；

(三) 尋求卷卷者的社會經濟特質與私家車選擇兩者間之關

連。

二、

下列為本研究甄別答卷者之標準：

(一) 答卷者如私家車須純粹作為載運乘客而非商業用途；

(二) 答卷者在決定購買私家車時必須有全部或重要之權力

；

(三) 私家車呈新車而非呈二手車。

至於樣本數目，作者根據自身判斷定為八十。原有之

問卷本為英文，為方便不諳英語之答卷者，同時譯為中文

。問卷分為二部份：第一部份購買選擇資料，其結果以電

腦加以分析；第二部份運用心態描述方法，以顯露消費者購買私家車之動機，此部份為性質上之研究，故未應用電腦。

經過多次思考及嘗試後，決定問卷調查在政府及私人之多層停車場舉行。

下列為本研究之假定：

(一) 具有不同社會及經濟特徵之購車者，或許不會有不同之廠牌選擇。

(二) 以前擁有私家車者在購車時對於廠牌，款式，車身

之選擇，或許與新車主相同。

(三) 具有不同社會及經濟特徵之購車者對汽車之性能及性能品質，購買情形，批發商服務及經濟之重要性或許有不同之評價。

(四) 購車者個人入息高者，對汽車之時款及設計可能較為重視；個人入息低者，對經濟與否可能較為重視。

(五) 以前擁有之汽車廠牌及現有之廠牌，其相同選擇之關係假定为不重要。

(六) 對曾經擁有某種廠牌之車主言，其考慮購買此一廠

牌之可能性，較從未擁有此種廠牌之車主為高。

(七) 答卷者很可能對汽車之含義有不同看法。

(八) 對香港私家車主而言，很可能有某種香港土產的動

機。

(九) 消費者對某種廠牌汽車之購買選擇，與汽車之人格

兩者並無積極關連。

(十) 答卷者很可能對汽車之形容有不同之意見。

三.

在未分析本研究所得之資料前，作者為探討有關消費

者選擇及動機之文獻。

選擇過程繁簡不一，大略可分為下列：

(一) 非常複雜之顯著認識結構；

(二) 半複雜之顯著認識結構；

(三) 簡單之顯著認識結構。

在選擇過程中，消費者有不同之價值及覺察媒介觀念，而其選購結果，往往受其所擁有之觀念影響。

本文提供一個消費者選擇模型作為研究之基礎，此即各種選擇之評價模型。

傳統的動機概念有各種分類，較普遍之分類為：

(一) 基本購買動機；

(二) 理性及情緒動機；

(三) 惠顧動機；

(四) 自覺及墊伏性動機。

惟 JAMES F. ENGEL 認為傳統動機概念實嫌不足，且多謬誤

之處。較佳之動機概念，為 MASLOW 所提供之多層模式：

(一) 生理需要；

(二) 安全感；

(三) 歸屬感及愛感；

(四) 尊敬及地位；

(五) 自我實現。

本文所提供之消費者動機模型，其重要成份則為：人格特徵，以往經驗，價值觀念與態度、及中樞控制系統。

四.

調查所得之資料、經收集、整理及分析後、有關消費

者選擇部份，其結果撮述如下：

很多新車已被選購超過一年以上；大部份車主只擁有一部汽車及一五〇〇c.c.容積以下之汽車。

其具有不同職業，年齡及月薪之答卷者，對附加品及廠牌有不同之選擇，經濟與否影響尤大。根據本文研究，最普及之廠牌為快意，平治，福特，本田及福士。

曾經擁有汽車之車主與新擁有汽車之車主，確有不同程度之比較及選擇過程。很多曾擁有汽車之車主，在選購新車前已決定車身、廠牌及款式；而第一次購買汽車之車主，則大部份未作出決定。

在選擇不同私家車時，消費者衡量汽車的不同機能及半機能特質。社會及經濟背景不同之卷卷者對汽車之特質有不同之評價。在二十八種汽車特質中，下述為卷卷者認為最重要的六種：效率、價錢、損壞頻率、駕駛時穩定性、易於駕駛及汽油消耗。而觀察媒介觀念之重要性次序則為：表現、經濟、舒適、時款及設計。

擁有汽車之經驗與日後選擇有直接而密切之關係：消費者對某廠牌汽車具有擁有經驗者，其選擇此一廠牌汽車之可能性較從未擁有者為大。

五、

有關消費者動機之研究及分析，其結果可撮述如下：

消費者認為汽車有不同之含義：

(一) 實用的含義：汽車被認為一機械物體，惟大部份蒼卷者對汽車之複雜結構並無興趣。

(二) 社會性含義：汽車被認為社會地位、財富及名譽之象徵；同時，汽車對於方便社交及附屬感有很大作用。

(三) 心理含義：汽車能給予快感及幫助車主取得自我主張、信心及安全感。

本研究顯示香港私家車之車主具有特別之消極動機。

此種動機為泊車問題、狹窄路面及時速限制。

汽車本身擁有人格，而購買過程為車主及汽車人格兩者之交互影響。汽車及其特質能表露下列人格：

(一) 保守；

(二) 中庸態度；

(三) 特殊性質；

(四) 特出地位及個別需要。

六、

基於本研究之調查及分析結果，以下為對本港汽車批發商之建議：

(一) 消費者非常注重安全。因此，進口之汽車一定要擁有最新式之安全系統，致車性能尤為重要。

(二) 香港消費者頗注重經濟。因此，新車之價錢一定要有競爭性，而汽油消耗及損壞頻率亦須減至最低程度。

(三) 廣告內容一定要考慮擁有汽車之基本動機。香港土產之消極動機及汽車之人格、汽車廣告一定要包含不同之題材，如豪華、舒適、安全、最佳價值、經濟等。僅運用某些題材如耐用、經濟、安全等，實嫌不足，

只吸引一部份消費者。

(四) 為克服香港私家車車之消極動機，諸如泊位方便，車身小巧而車廂舒適，耗油量小及容易保養題材等，均應納入廣告內容。

(五) 汽車人格應特別注重。在未設計廣告內容前，須決定此一廣告旨在建立，改變，或改良現有汽車之人格。



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